

Newsy expands “Newsy Live” multi-platform distribution with Layer3 TV partnership

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CINCINNATI – Layer3 TV is adding next-generation national news network Newsy to its linear channel lineup. Through the partnership, Newsy will deliver its award-winning daily news coverage and special reports via its linear channel “Newsy Live” to Layer3 TV’s rapidly growing subscriber base.

Newsy is the only millennial-focused news brand on Layer3 TV’s lineup of more than 250 traditional television channels. Layer3 TV customers can now enjoy Newsy’s daily news reporting, in-depth explanatory journalism and popular original series through the new channel.

Subscribers also will have access to Newsy’s new live, two-hour nightly show, “The Why.” In addition to context around the day’s biggest news stories, “The Why” includes special reports that dive deeper into issues affecting Newsy’s young viewers. Early episodes of “The Why” include an exploration of nationwide efforts to combat America’s heroin crisis and a sit-down conversation with former Vice President Al Gore focusing on the impact of climate change on Middle America.

“Newsy’s fresh take on news coverage offers something our subscribers will quickly embrace,” said David Rapson, senior director of content partnerships for Layer3 TV. “From news to entertainment, Layer3 TV is constantly seeking to deliver the best content that resonates with our highly engaged audience.”

“Launching ‘Newsy Live’ on Layer3 TV allows us to introduce a growing number of consumers to the Newsy approach to news programming,” said Blake Sabatinelli, general manager for Newsy. “As television viewing continues to evolve, Newsy will give Layer3 TV a news network created by millennials, for millennials.”

Newsy delivers “news with the why” — providing quick, smart, candid video news that provides insight and context on today’s top U.S. and world news stories. It is one of the most-watched news channels across popular streaming video platforms, with 1.3 billion views in 2016 and average viewing sessions upward of 37 minutes on “Newsy Live.”

Layer3 TV is currently available in Los Angeles, Chicago, Washington, D.C., Dallas/Fort Worth and Denver, with plans to soon expand to New York City. Newsy is a wholly owned subsidiary of The E.W. Scripps Company (NYSE: SSP).

About Newsy

[Newsy](#) is the next-generation national news network that provides “news with the why,” built to inform and engage with the top stories across every platform. It’s available on cable; on over-the-top services including Hulu, Roku, Apple TV, Sling TV, Watchable from Comcast, Pluto TV, Amazon Fire TV and Google Chromecast; and on connected television including Xumo. Newsy is also available via its mobile apps and at [newsy.com](#).

About Layer3 TV

Layer3 TV, Inc. is The New Cable®. Layer3 TV offers customers a revolutionary, intuitive interface that seamlessly integrates the best of cable TV, premium channels, streaming online video content, social media, and smart home devices. Founded in 2013, the company is backed by highly respected players in entertainment and private equity including Evolution Media (whose shareholders include TPG Growth, Creative Artists Agency, and Jeff Skoll/Participant Media), Paulson and Company, Inc., Altice, and North Bridge Venture Partners. To learn more, follow Layer3 TV on Twitter and Facebook @Layer3TV or visit layer3tv.com.

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