



Newsy to unveil new content, over-the-top partners at IAB's Digital Content NewFronts

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CINCINNATI – Over-the top video news brand Newsy will join the [Digital Content NewFronts](#) as part of the deep transformation in how publishers, brands and agency professionals leverage digital video content and distribution. The presentation will take place in New York City from 6 to 8 p.m. on Monday, May 9.

Newsy, which is known for its digital-first news coverage spanning world news, politics, entertainment and more, has quickly become a leading over-the-top (OTT) news brand for millennials. Newsy's award-winning editorial team, known for its analysis and perspective on the day's top stories, recently reported live from the Paris attacks, the election trail and Cuba. As a wholly owned subsidiary of The E.W. Scripps Company (NYSE: SSP), Newsy continues to expand its distribution across the top OTT services including Sling TV, Roku, Watchable from Comcast, and Apple TV, which named it a "Best New App of 2015."

"Millennials' news consumption behavior and screen preferences are changing how the industry produces and distributes content. Newsy was engineered to be at the forefront of this change, independent of screen size, device or location," said Blake Sabatinelli, Newsy general manager.

The quality and authentic style of its news editorial is reflected in Newsy's growing syndication business with partners including AOL, MSN, and other top publishers. Today, Newsy videos appear on hundreds of leading publisher websites, filling the need for the news content millennials are seeking. Due to its growing footprint, Newsy is pacing toward over 1 billion video views by the end of the year.

"Newsy has quickly become a leader in news for millennials, and our content and distribution are two strong proof points advertisers are looking for," said Sabatinelli. "We deliver an audience that favors millennials in the 25-34 age range by almost three times the national average. These are people building their careers and families, tech-savvy and highly educated, with 80 percent having a college education or higher."

For the NewFronts, Newsy is planning an interactive cocktail hour event that brings attendees into the fast-paced world of digital news reporting, featuring a slate of new and exciting editorial sponsorships and distribution announcements for both the publisher and platform side of the business. The Newsy event is invite-only and geared toward media buyers and marketers from agencies, as well as marketing leaders at brands. To request an invitation, please email newfronts@newsy.com.

The Digital Content NewFronts, organized by the Interactive Advertising Bureau (IAB) is an annual series of events founded by AOL, DigitasLBi, Google/YouTube, Hulu, Microsoft and Yahoo in 2012. It is committed to the creation of valuable partnerships between brands and native digital content. The full program lineup can be found at iab.com/newfronts2016.

About Newsy

[Newsy](#) is a millennial-focused digital video news service that provides "news with the why," built to

inform and engage by delivering today's top stories across platforms. Its content is available in on-demand and linear formats on over-the-top (OTT) services including Apple TV, Sling TV, Watchable from Comcast, Channel Master, Pluto TV, Roku, Amazon Fire TV and Google Chromecast; connected television including Xumo; on mobile for iOS, Android and Kindle Fire; and at newsy.com.

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