

Scripps invests in consumer intelligence startup Cintric

For immediate release
Aug. 25, 2015

CINCINNATI — The E.W. Scripps Company (NYSE: SSP) has invested in [Cintric](#), a consumer intelligence company that helps brands, publishers and retailers analyze rich behavioral data from potential customers and act on those insights with personalized experiences and messaging.

Scripps invested \$500,000 as part of a larger seed round of funding.

“Scripps is committed to leveraging consumer insights to deliver best-in-class products for our audiences and advertisers,” says Adam Symson, senior vice president and chief digital officer for Scripps. “Cintric’s powerful platform is helping us unlock the data that is a business-building differentiator.”

Cintric collects and analyzes valuable location data from mobile-device users who have opted into geo-location. With a deeper understanding of their target audiences, companies that partner with Cintric can create more targeted marketing campaigns and measure the effectiveness of this messaging on actual consumer behavior.

“Scripps has long been at the forefront of innovation in the media industry,” says Connor Bowlan, co-founder and CEO of Cintric, who has a background in consumer data and startup development. “The company’s investment in Cintric will help us bring cutting-edge consumer and location intelligence to the world.”

About Scripps

[The E.W. Scripps Company](#) serves audiences and businesses through a growing portfolio of television, radio and digital media brands. Scripps is one of the nation’s largest independent TV station owners, with 33 television stations in 24 markets and a reach of nearly one in five U.S. households. It also owns 34 radio stations in eight markets. Scripps also runs an expanding collection of local and national digital journalism and information businesses, including podcast industry leader [Midroll Media](#), over-the-top video news service [Newsy](#) and weather app developer [WeatherSphere](#). Scripps also produces television shows including [The List](#) and [The Now](#), runs an award-winning investigative reporting newsroom in Washington, D.C., and serves as the long-time steward of the nation’s largest, most successful and longest-running educational program, the [Scripps National Spelling Bee](#). Founded in 1878, Scripps has held for decades to the motto, “Give light and the people will find their own way.”

About Cintric

Cintric turns existing mobile audiences into location and consumer intelligence. With a powerful intelligence engine, Cintric processes millions of location updates in real time, revealing patterns and transforming raw data into clean, actionable insights. These can be used to compare visitation to brick-and-mortar retailers, target campaigns by demographics and behavior, and even quantify the effect of campaigns on in-store visits. [Cintric](#) was founded in 2014.

Investor contact:

Carolyn Micheli, The E.W. Scripps Company, 513-977-3732, carolyn.micheli@scripps.com

Media contact:

Kari Wethington, The E.W. Scripps Company, 513-977-3763, kari.wethington@scripps.com