

## Scripps original program, *THE LIST*, enters digital syndication on OWNZONES platform

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**CINCINNATI** – *THE LIST*, an original news magazine program created by The E.W. Scripps Company (NYSE: SSP), is reaching new digital audiences through a distribution partnership with OWNZONES. The video-focused digital media brand offers a streamlined solution for content creators and owners seeking to distribute their programming in a very complex digital universe.

*THE LIST* has its own channel on OWNZONES.com, with an inventory of segments for subscribers. This includes segments such as “What’s Trending,” “Life Hacks,” the “Viralist,” and “What’s the Deal?” *THE LIST* will make new segments available every week. *THE LIST* airs in 15 cities nationwide and is being offered for syndication beginning this fall.

“Audiences are finding a great combination in *THE LIST* – it’s informational and entertaining,” said Brian Lawlor, senior vice president of the Scripps broadcasting division. “This show is ideal for syndication. The ability to segment it for digital distribution demonstrates the program’s flexibility and opportunities for mass appeal across multiple platforms.”

*THE LIST* is the national Emmy Award-winning show where pop culture takes a need-to-know twist -- everything that’s trending, in the form of a list. *THE LIST* is hosted by award-winning author and TV/radio personality Teresa Strasser, internationally-known producer, writer and dancer Donna Ruko, and comedian Bradley Hasemeyer. Now in its fourth season, *THE LIST* has produced more than 800 episodes and has thousands of short-form video segments available for its OWNZONES channel.

OWNZONES offers customized distribution and programming services that enable content creators of any size to reach their audience across multiple platforms, including leading over-the-top (OTT), streaming, subscription video on demand (SVoD) and mobile networks.

“With our focus on providing customized distribution services, OWNZONES is an ideal platform for companies like Scripps that are seeking new ways to reach digital audiences with their original content,” said Dan Goman, CEO, OWNZONES.

*THE LIST* channel is now available for subscription on OWNZONES.

### **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 OWNZONES**

OWNZONES offers a streamline solution for content creators and owners seeking to distribute their programming in a very complex digital universe. In addition to delivery over leading over-the-top (OTT), streaming, SVOD and mobile networks via its OWNZONES Media Network, the company offers customized distribution and programming services plus a proprietary technology platform that can be used to create bespoke branded SVOD destination sites. OWNZONES also leveraged its technology platform to create EZONES, an enterprise solution that enables companies to enhance content sharing with employees, business partners and customers.

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