

Give light  and the people will find their own way

NOBLE 12<sup>TH</sup> ANNUAL  
INVESTOR/EQUITY CONFERENCE:  
NOBLECON12

# SCRIPTS

# SAFE HARBOR/DISCLOSURES

*This presentation contains forward-looking statements that involve a number of risks and uncertainties. For this purpose, any statements contained herein that are not statements of historical fact may be deemed to be forward-looking statements. Without limiting the foregoing, the words “believes,” “anticipates,” “plans,” “expects,” “intends,” and similar expressions are intended to identify forward-looking statements. Important factors that could cause actual results to differ materially from those indicated by such forward-looking statements are set forth in the company’s quarterly financial statement on Form 10-Q for the quarter ended Sept. 30, 2015, as filed with the Securities and Exchange Commission. We undertake no obligation to publicly update any forward-looking statements to reflect events or circumstances after the date the statement is made.*

*The historical adjusted combined financial information on the following pages is for informational purposes only. These results do not necessarily reflect what the historical results of Scripps would have been if the acquisition of Journal Communications’ broadcast operations had occurred on Jan. 1, 2013. Nor is this information necessarily indicative of future results of operations of the combined companies. The preparation of the adjusted combined financial information includes the use of estimates that may not have been accurate and assumptions that may not have been valid had the transactions occurred on Jan. 1, 2013. However, management believes them to be reasonable.*

*The historical adjusted combined financial information is not pro forma information prepared in accordance with Article 11 of SEC regulation S-X, and the preparation of information in accordance with Article 11 would result in a significantly different presentation.*

*The historical adjusted combined amounts reflect the historical combined results of Scripps and Journal's broadcast operations and the television stations acquired from Granite. The newspaper operations of Scripps and Journal that were spun off have been excluded from the historical adjusted combined amounts.*

**RICH BOEHNE, CHAIRMAN, PRESIDENT & CEO**



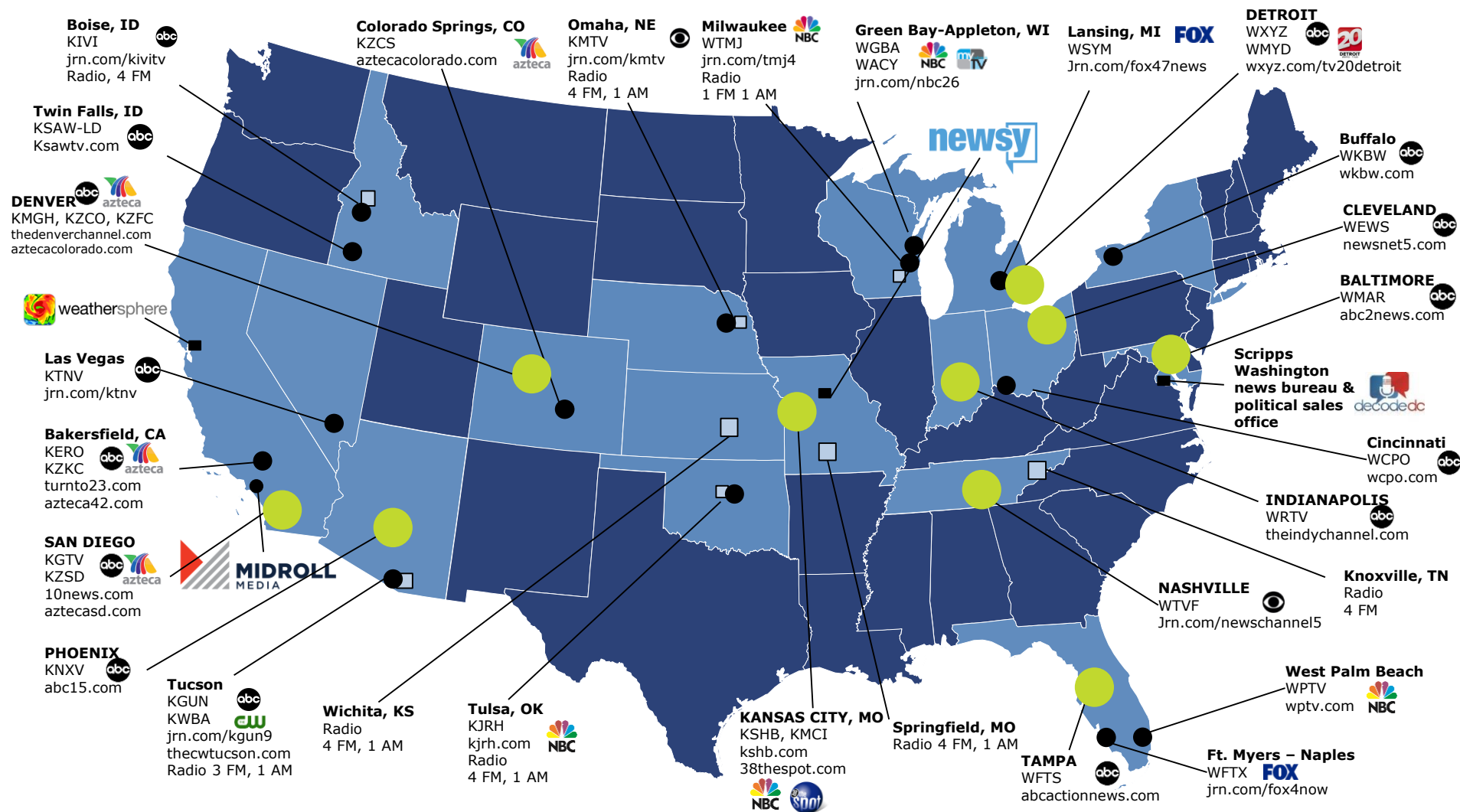
# 2016 HAS ARRIVED. OUR STRATEGIES INCLUDE:

Maximizing expected  
record election  
spending with our  
strong political  
footprint,  
infrastructure  
and expertise

Leveraging our  
big TV markets  
and scale to capture  
full market value on  
new retransmission  
contracts

Accelerating revenue  
growth in our local  
and national digital  
businesses

# 33 TV STATIONS, 34 RADIO STATIONS NATIONAL DIGITAL BRANDS



● Largest TV Markets ● TV Markets □ Radio Markets ■ Digital Brands

# BIG MARKETS; COAST-TO-COAST REACH; STRONG, STABLE SUB COUNT

21 million

U.S. TV  
households

~19 million

U.S. cable  
households

14 million

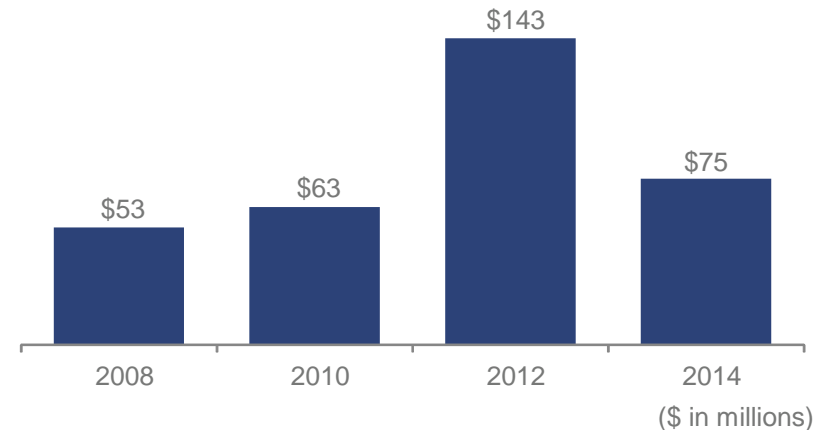
U.S. TV  
households in our  
top 10 markets



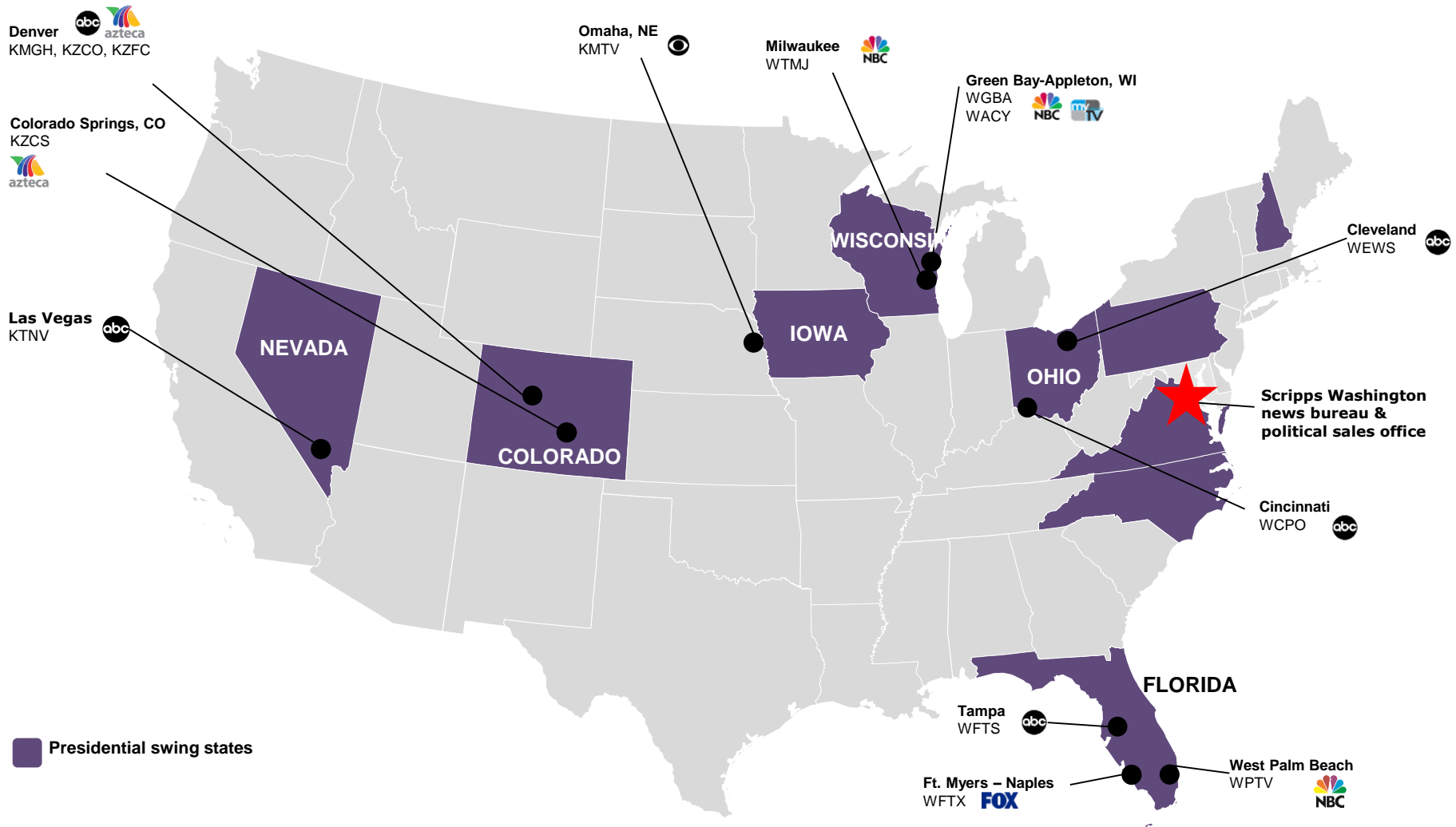
# THE MOST PROMISING TV MARKETS FOR 2016 POLITICAL SPEND

- Scripps operates stations in six of 10 presidential swing states
- U.S. Senate races are expected to be competitive in nine states, including five with Scripps stations
- U.S. House races are expected to be competitive in 11 states with Scripps stations
- Governors races are expected to be competitive in four states, including two with Scripps stations
- Scripps' Washington D.C. sales office is uniquely positioned to capture political dollars

Scripps Political Revenue, adjusted for acquisitions

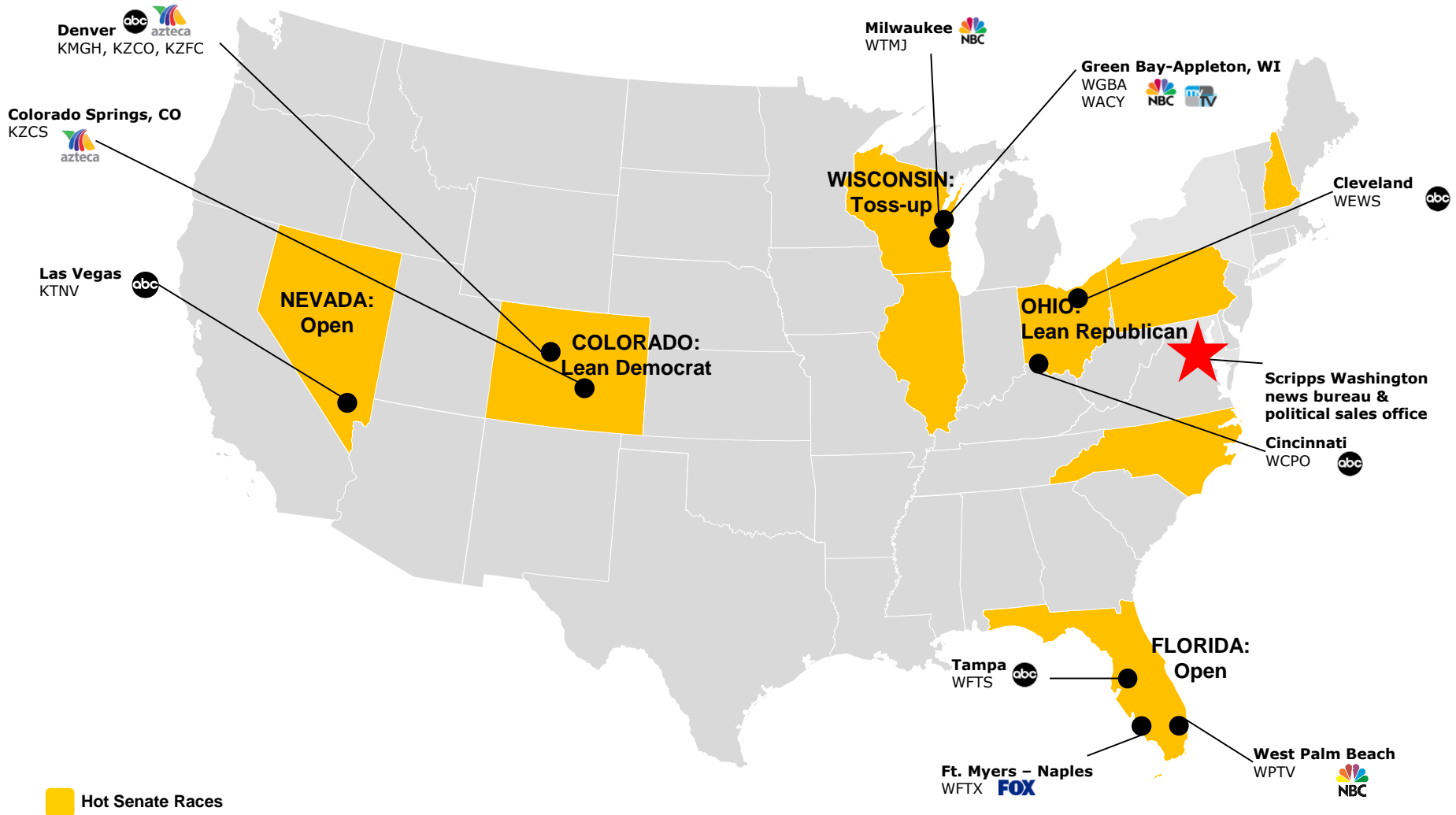


# SCRIPPS HAS KEY MARKETS IN SIX OF 10 PRESIDENTIAL SWING STATES

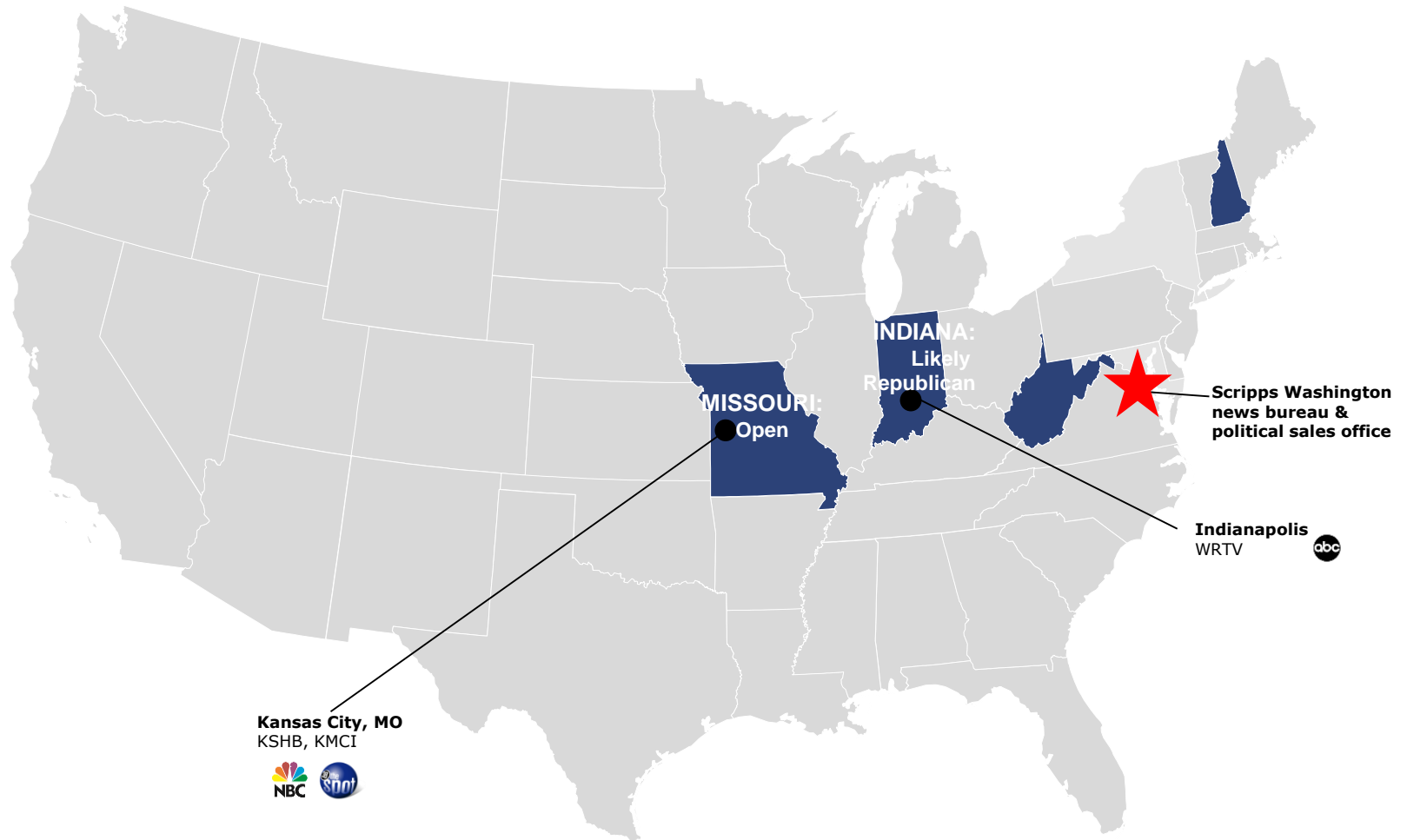




# SCRIPPS HAS FIVE U.S. SENATE RACES OF NINE THAT ARE TOSS-UPS



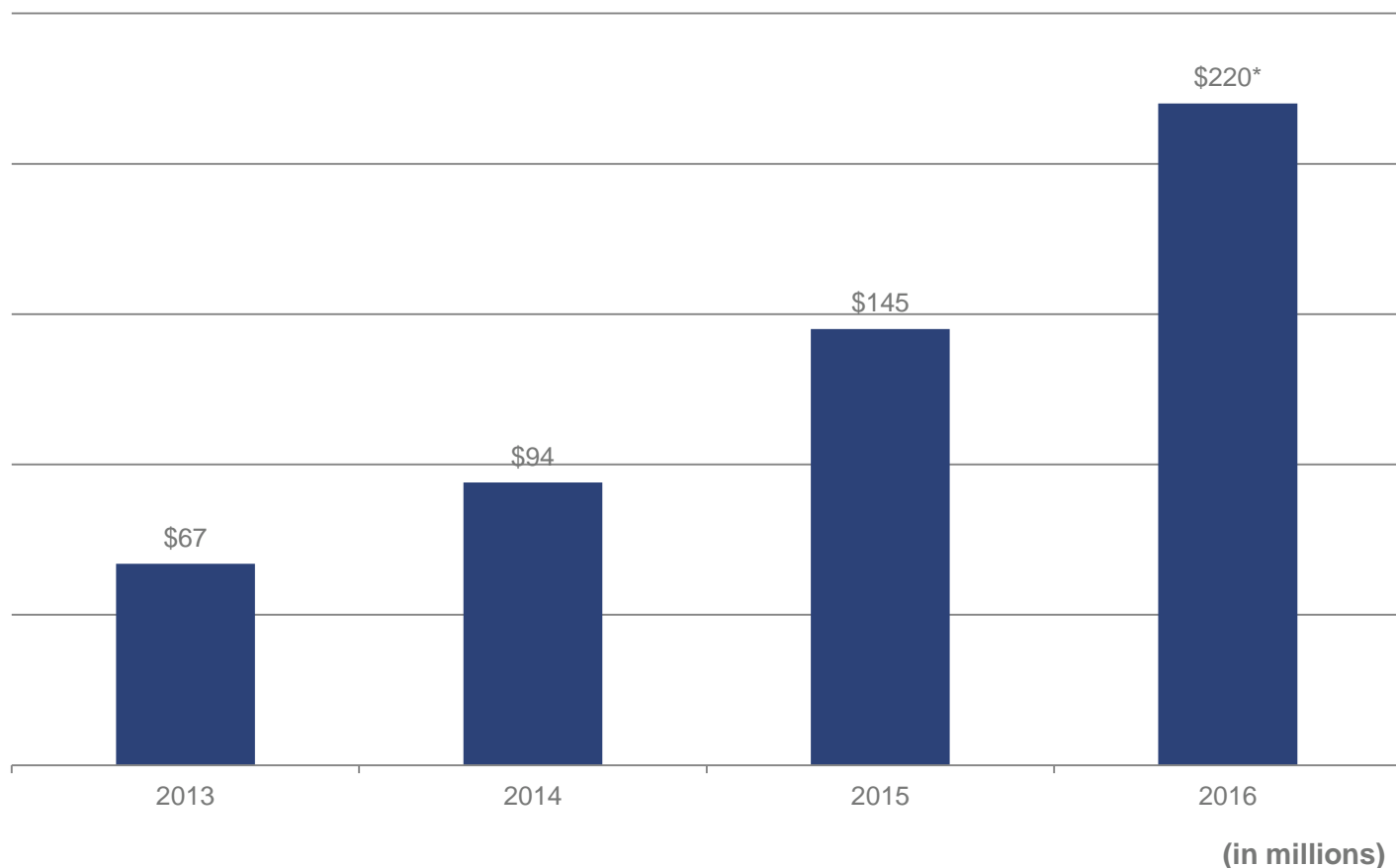
# SCRIPPS HAS TWO KEY GOVERNORS RACES OF FOUR TOSS-UPS



Hot Governor's races

# RENEWING ~6 MILLION PAY TV HOUSEHOLDS IN 2016

Retransmission revenue  
on adjusted combined basis



Based on the adjusted combined historical results, which do not necessarily reflect what the historical results would have been and are not necessarily indicative of future results. \*Projected.

# ORIGINAL PROGRAMMING: CONTROL OF SALES; QUALITY

Our local and national original program strategy means more ad dollars; larger margins

## Local shows:



## National shows:



**The List**  
runs in 15  
Scripps markets



**RightThisMinute**  
reaches 87 percent  
of U.S. households



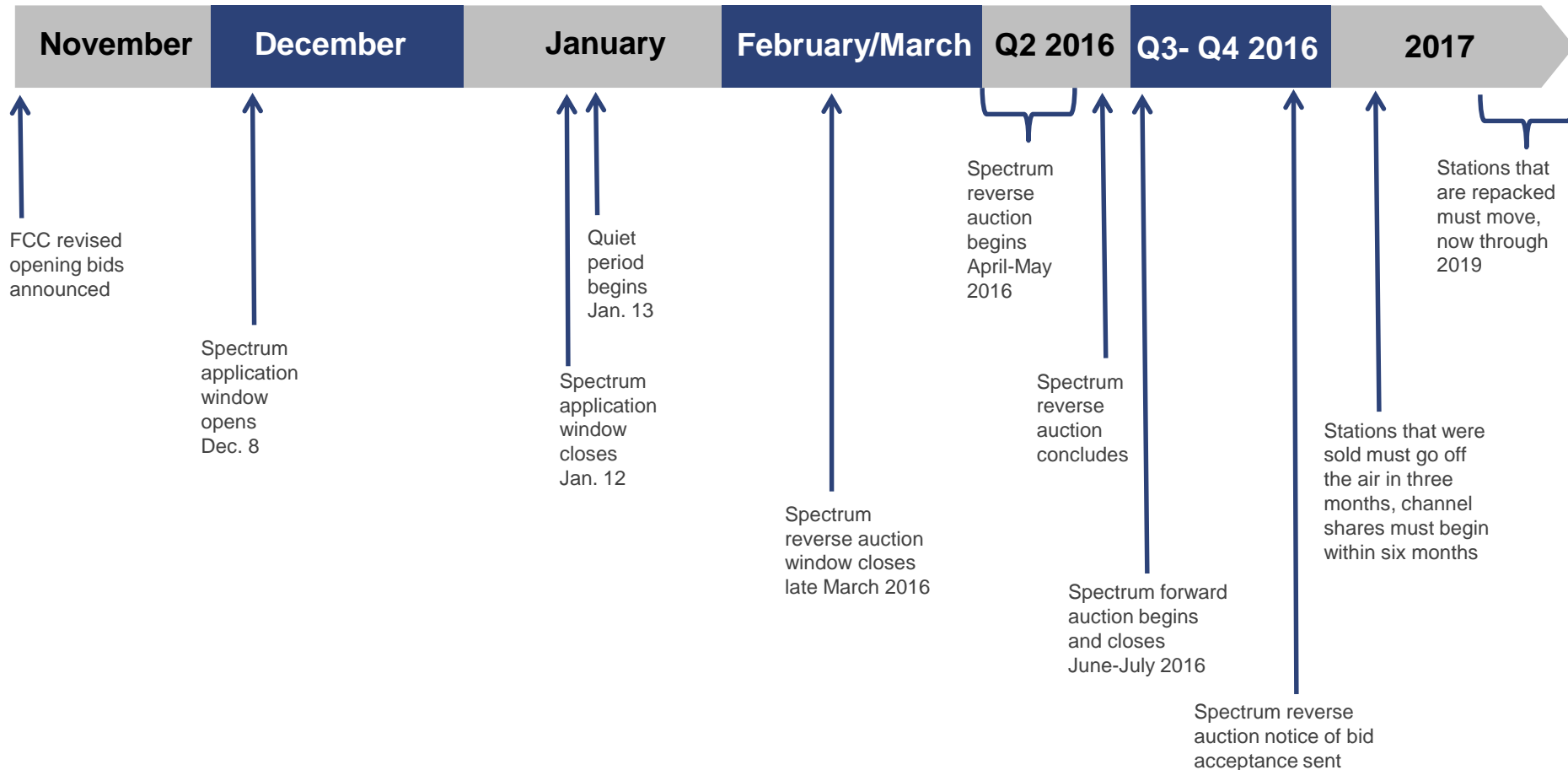
**The Now**  
airs at 4 p.m. in nine  
Scripps markets

# SPECTRUM AUCTION: OPPORTUNITY

## Broadcaster options include:

- Participating in the FCC broadcast incentive auction
  - Sell spectrum back to the government
  - Channel share with yourself
  - Channel share with another broadcaster
  - Move from a UHF to a VHF position
- Holding spectrum assets as demand increases and value appreciates
  - Take advantage of ATSC 3.0 opportunity
    - Incorporate advanced advertising selling
    - Create additional digital multi-cast channels and programming

# SPECTRUM AUCTION: TIMELINE



**Reverse auction – FCC buying spectrum from broadcasters**  
**Forward auction – FCC selling spectrum to highest bidders**

# RADIO: A LOCAL FOCUS, SYNERGIES IN FIVE TV MARKETS

- Nearly 90 percent of radio revenue comes from local advertisers
- Radio took in about \$1 million of political advertising in the 2014 mid-term election
- Scripps' radio strategy is to focus on local talent and locally appealing programming formats



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## RADIO MARKETS WITH TV

Milwaukee, WI – Tucson, AZ – Boise, ID  
Omaha, NE – Tulsa, OK

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## RADIO MARKETS – STANDALONE

Wichita, KS – Springfield, MO  
Knoxville, TN

# THE SCRIPPS DIGITAL STRATEGY



1. **Organically grow** cash flow streams from the core local businesses

2. **Build and buy** national brands that compete on emerging platforms and marketplaces where audience and revenue growth are fastest, including:

## Over-the-top video



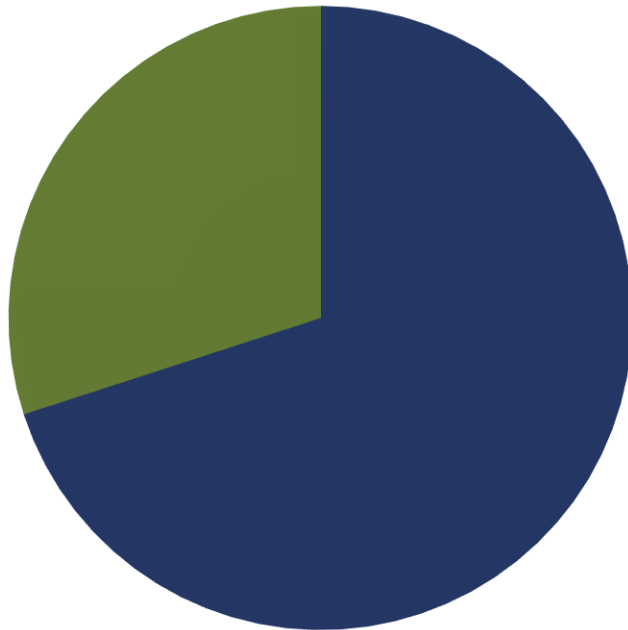
## Over-the-top audio





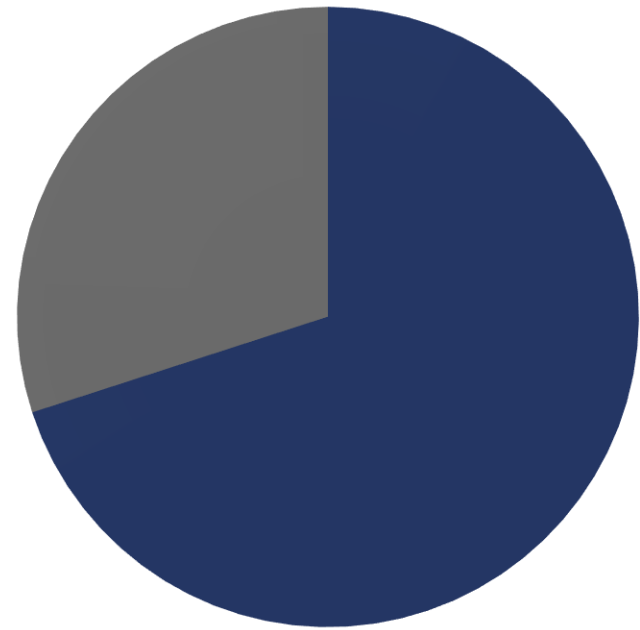
# DIGITAL DIVISION REVENUE AND EXPENSE BY CATEGORY

Revenue



- Local market digital sales
- National digital brands

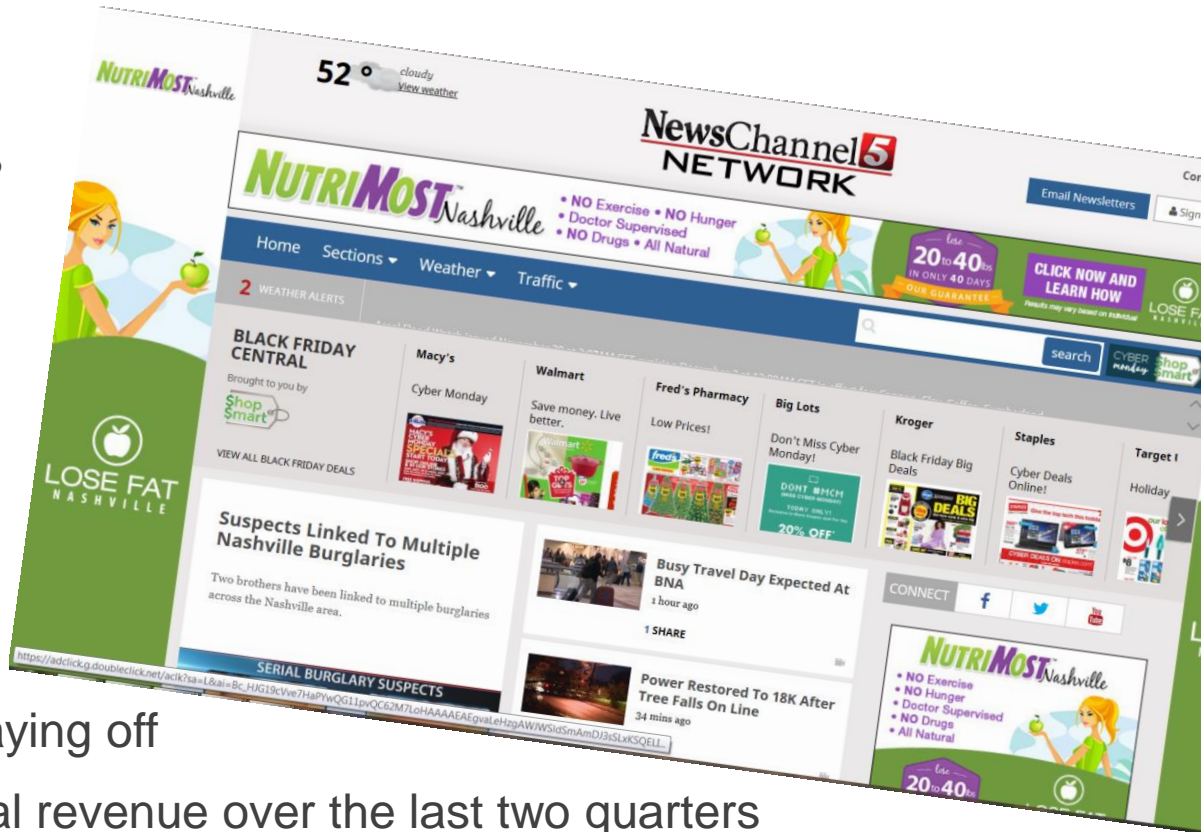
Expense



- Local-market leading products & ad services
- New national and umbrella brands

# THE LOCAL MARKET BUSINESS

- Enduring local news brands that serve the migrating news consumer
- Powerful platforms that reach local news consumers:
  - **376 million** page views
  - **25 million** visitors per month, on average, in Q3
  - **30 million** videos viewed
- Connecting local advertisers to engaged digital audiences
- Investing in digital-only sales, a strategy that is paying off
- 20+ percent growth in local revenue over the last two quarters



# SEIZING THE OPPORTUNITY OF RAPIDLY EVOLVING OTT VIDEO AND AUDIO

## Over-the-top video

- The number of virtual MVPDs has grown
- More set-top box streaming services have launched (i.e. Apple TV)
- Connected TV viewing is projected to grow 425 percent by 2020



## Over-the-top audio

- Nearly 50 million Americans listen to podcasts
- Connecting your phone to your car speakers is changing how we listen
- Americans listened to 100 billion hours of streaming audio in 2015 – projected to grow to 275 billion hours by 2018



*At this point of the presentation, Scripps shows a 30-second video about Newsy and its over-the-top television strategies. You can find that video at [scripps.com](http://scripps.com) under “Investor Information”.*

# NEWSY: THE OTT NEWS NETWORK FOR MILLENNIALS



- Premium news brand that brings context and perspective to the **18-34** demo
- Expect to hit **1 billion total video views** in 2016
- **342 percent video streaming growth** in Q3 2015 over prior year
- Named “Best New App” by Apple on the Apple TV launch
- **27-minute engagement time** on OTT platforms
- Distributed across the biggest OTT set-top and virtual MVPD services

# PODCASTING IS A DEVELOPING MARKETPLACE

- **Podcast ads resonate**

- Listeners tend to feel a deep, personal connection with hosts
- Podcast ads have proven effective: 63 percent of Midroll listeners report making a purchase after hearing a podcast ad

- **Podcast ads garner high rates**

- Rates average **\$15-\$30 cost per thousand** (CPM) with some as high as \$100 CPM

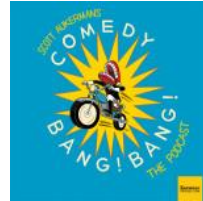
- **Podcasts can control available inventory to maintain rate**

# MIDROLL: REVENUE STREAMS

## Owned and Operated Podcasts

35 top performing podcasts in comedy, pop culture and journalism

**EARWOLF**  
**WOLFPOP**



The Longest



Shortest Time

## Midroll Podcast Advertising Network

250 of the industry's top podcasts. Participation requires 50,000 downloads per episode



## Subscription Service

Howl podcast distribution platform enhances the discovery and sharing of podcasts through a paid premium content service



*At this point of the presentation, Scripps shows a 45-second video about Midroll and its business model. You can find that video at [scripps.com](http://scripps.com) under “Investor Information”.*



# FINANCIAL OVERVIEW

Our upcoming contract renewals translate to significant growth in retransmission revenue – both gross and net

Our footprint lends itself to capturing significant political advertising dollars in 2016

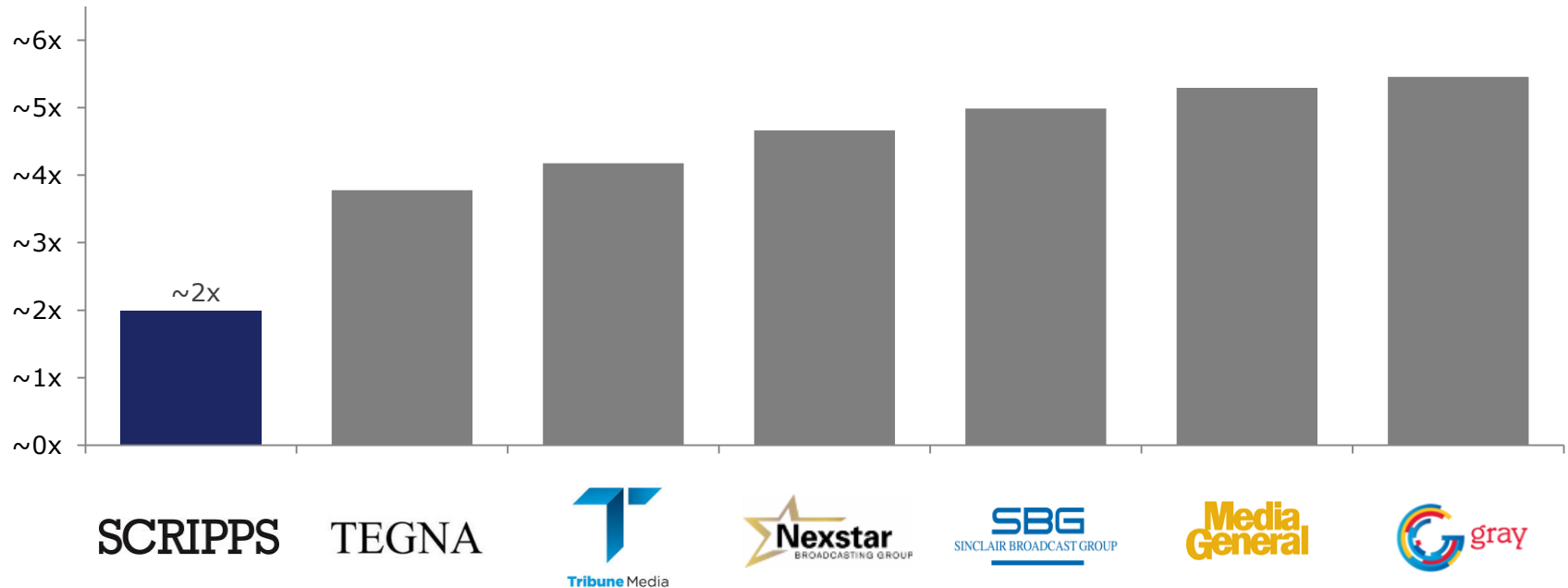
Our strong balance sheet means significant firepower for acquisitions and share repurchases

Our modest cash requirements – capex, pension contributions, principal repayments – lead to strong and growing free cash flow

Our lump-sum pension buy-out program this fall allows us to reduce the size of our frozen pension plan

# FINANCIAL PRINCIPLES AND APPROACH: STRONG BALANCE SHEET

## Television broadcasting sector net leverage comparison



Industry-low net leverage gives us financial flexibility

# FINANCIAL PRINCIPLES AND APPROACH: CAPITAL ALLOCATION

Our uses of capital include share repurchases and acquisitions

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## Share Repurchase Program:

- \$100 million was authorized in November 2012 and another \$100 million in May 2014
- Program from May 2014 reinstated after merger closed. \$87 million remains
- Average purchase price of \$17.97 in 2014
- Have purchased **\$181 million** of shares since 2011

## Special Dividend:

- **\$60 million** special dividend was paid out at closing of Journal transactions

## Acquisitions = About \$400 million

- McGraw-Hill – Four ABCs; five Aztecas
- Granite – One ABC; one MyNetwork to form Detroit duopoly
- Newsy – OTT video news service
- WeatherSphere – top-ranking paid weather app creator
- Midroll Media – podcast industry leader

*(Most of our digital investment has been through the P&L.)*

**QUESTIONS?**

