



## Newsy expands from OTT to cable TV with launch of channel on Cincinnati Bell Fioptics

September 19, 2016 at 10:02 AM EDT

CINCINNATI, Sept. 19, 2016 /PRNewswire/ -- Newsy's award-winning news coverage is available for the first time to cable television audiences through a partnership with Cincinnati Bell Inc., a leading provider of communications services for homes and businesses.



Newsy is the over-the-top news network known for its analysis and perspective on the day's top stories, spanning world and national news, policy, culture, science and technology. Newsy is a wholly owned subsidiary of The E.W. Scripps Company (NYSE: SSP).

Subscribers of Cincinnati Bell's Fioptics service can find Newsy on channel 508, a high-definition channel that sits between channels 505 (an NBC affiliate) and 509 (an ABC affiliate operated by Scripps-owned WCPO). The channel will feature Newsy Live, a regularly updated feed of the latest news headlines.

"Cable is still the most powerful television viewing platform in the world," said Blake Sabatinelli, general manager of Newsy. "Partnering with Cincinnati Bell allows us to deliver our award-winning news coverage to an audience hungry for a new perspective on the world around them."

"As we continue to expand the Fioptics channel lineup, we're committed to providing our subscribers with the best content available," said Michael Morrison, director of content and consumer product marketing strategy for Cincinnati Bell. "Newsy provides a fresh take on news coverage that our customers will embrace."

The partnership marks Newsy's first carriage with a cable TV network. In the last 18 months, Newsy has become known as a leading provider of news for younger audiences across the growing over-the-top video ecosystem, with distribution on services including Sling TV, Roku, Watchable from Comcast and Apple TV.

To learn more about Cincinnati Bell's Fioptics services, go to [www.cincinnati-bell.com/fioptics](http://www.cincinnati-bell.com/fioptics).

### **About Newsy**

Newsy is an over-the-top news network 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 overthetop (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](http://newsy.com).

### **About Cincinnati Bell**

With headquarters in Cincinnati, Ohio, Cincinnati Bell Inc. (NYSE:CBB) provides integrated communications solutions – including local and long distance voice, data, high-speed Internet and video – that keep residential and business customers in Greater Cincinnati and Dayton connected with each other and with the world. In addition, enterprise customers across the United States rely on CBTS, a wholly owned subsidiary, for efficient, scalable office communications systems and end-to-end IT solutions. For more information, please visit [www.cincinnati-bell.com](http://www.cincinnati-bell.com).

Logo- <http://photos.prnewswire.com/prnh/20160509/365155LOGO>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/newsy-expands-from-ott-to-cable-tv-with-launch-of-channel-on-cincinnati-bell-fioptics-300330078.html>

SOURCE The E.W. Scripps Company

Kari Wethington, The E.W. Scripps Company, 513-977-3763, [kari.wethington@scripps.com](mailto:kari.wethington@scripps.com); Josh Pichler, Cincinnati Bell, 513-565-0310, [josh.pichler@cinbell.com](mailto:josh.pichler@cinbell.com)