



Scripps reaches multi-year agreement with the WNBA to continue Friday night games on ION

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NEW YORK and CINCINNATI, June 13, 2025 /PRNewswire/ -- The E.W. Scripps Company (NASDAQ: SSP) today announced a new, multi-year agreement with the Women's National Basketball Association (WNBA) to continue airing regular season Friday night matchups on ION – the league's Friday night national network home since 2023.



ION, one of the most-watched networks on television, is available on pay TV, connected TV, free ad-supported streaming platforms and over-the-air in more than 128 million homes. This season, ION is broadcasting the most regular season games, 50 in total, as part of its WNBA Friday Night Spotlight series. The lineup also includes the WNBA on ION Studio Show, which is the first weekly game broadcast studio show dedicated exclusively to WNBA game coverage.

This new agreement comes on the heels of a 2024 season where average viewership for the State Farm® WNBA Friday Night Spotlight increased by 133% year over year and attracted more than 23 million unique viewers across games and wrap shows.

"The WNBA's partnership with Scripps has already delivered great results in expanding the league's reach and visibility," said WNBA Commissioner Cathy Engelbert. "This new multi-year agreement reflects the growing excitement surrounding the league and the rising demand for WNBA games. Through Scripps' ION Network Friday Night doubleheaders, we will continue to showcase the world-class talent of WNBA athletes to even more fans nationwide."

"Since 2023, the WNBA Friday Night Spotlight on ION has enhanced the accessibility and reach of WNBA games for fans nationwide," said Adam Symson, Scripps president and CEO. "Our robust partnership with the league has flourished, and we are thrilled to solidify ION's status as the premier Friday night destination for WNBA action for years to come."

The E.W. Scripps Company, headquartered in Cincinnati, is a distinguished journalism and media enterprise, celebrated for its deep-rooted community connections and expansive national reach. For 147 years, Scripps has been a trusted source for unbiased news and information. The Scripps Sports division adeptly services professional and collegiate sports leagues, conferences and teams, offering both local market depth and national broadcast visibility that covers up to 100% of TV households.

To access complete details about the WNBA on ION, and find ION channel information, visit <https://www.ionwnba.com/>.

Follow @IONWNBA on Facebook, Instagram and X (formerly Twitter) for future updates.

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About ION

A leading general entertainment network, ION's lineup features major cable and broadcast shows, original series, live sports and special event programming. ION is part of The E.W. Scripps Company (NASDAQ: SSP), a diversified media company focused on creating a better-informed world. As one of the nation's largest local TV broadcasters, Scripps serves communities with quality, objective local journalism and operates a portfolio of more than 60 stations in more than 40 markets.

About Scripps Sports

Scripps Sports serves professional and college sports leagues, conferences and teams with local market depth and national broadcast reach. Scripps Sports currently has partnerships with the Women's National Basketball Association (WNBA), the National Women's Soccer League (NWSL), the National Hockey League's (NHL) 2024 Stanley Cup champion Florida Panthers, the 2023 Stanley Cup champion Vegas Golden Knights, the new Utah Hockey Club, the Las Vegas Aces of the WNBA and the NCAA's Big Sky Conference. Scripps Sports is a division of The E.W. Scripps Company (NASDAQ: SSP), a Fortune 1000 American media company.



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