



➤ SCRIPPS Q3 2023 EARNINGS HIGHLIGHTS

SCRIPPS IS A FORTUNE 1000 AMERICAN MEDIA COMPANY WITH BROAD NATIONAL AUDIENCE REACH AND DEEP LOCAL MARKET RELATIONSHIP. OUR FIVE 2024 FREE CASH FLOW DRIVERS INCLUDE:

- 1. Retransmission/distribution:** We have a robust new run rate for Local Media distribution dollars after renewing 75% of our legacy pay TV households in 2023.
- 2. Sports rights:** Our local core and distribution revenue and national advertising revenue will benefit from continued, disciplined, expansion into sports rights, fueling organic growth.
- 3. Free, over-the-air TV:** We are educating audiences about the appeal of free TV – and making it easier than ever for people to watch it, and for us to profit from it.
- 4. Connected TV:** We project double-digit growth for 2024, year over year, in our Scripps Networks connected TV advertising revenue, which we project will reach nearly \$100 million in 2023.
- 5. Political:** We will benefit from the high-margin political ad revenue that broadcasters get, as the primary beneficiaries of political ad spending – projected now at \$10 billion dollars for the coming presidential election year.

➤ SCRIPPS IS CAPITALIZING ON THE GROWING CTV MARKETPLACE

	SCRIPPS NEWS	COURT TV	ION	BOUNCE	ION MYSTERY	GRIT
YouTubeTV	✓	✓	N/A	✓		
Samsung TV Plus	✓	✓	✓	✓	✓	✓
Vizio WatchFree+	✓	✓	✓	✓	✓	✓
Roku Channel	✓	✓	✓	✓	✓	✓
Xumo	✓	✓	✓	✓	✓	✓
Tubi	✓	✓	✓	✓	✓	✓
FuboTV	✓	✓	✓	✓	✓	✓
TCL	✓	✓	✓	✓	✓	✓
FreeVee	✓	✓	✓	✓	✓	✓
Pluto	✓	✓		✓		

➤ SCRIPPS SPORTS HIGHLIGHTS



- The **National Women's Soccer League**: Saturday Night franchise on ION for 50 games in 2024
- The **WNBA** Friday Night Spotlight on ION: Grew the league's audience by 24% with ION in 2023
- The National Hockey League's **Vegas Golden Knights**: Began their season in October on Scripps Sports and saw a 135% YOY viewership increase
- Phoenix NHL team **Arizona Coyotes**: Have seen a nearly 900% lift in viewership since season start on Scripps Sports in October



Scripps expects a **4 percentage point lift** in Local Media core advertising in Q4 and at least **3 percentage points** for 2024 from its two local sports deals. On the national side, the WNBA 2023 season drove new value, with 65% of the revenue coming from new-to-Scripps advertisers.

➤ REINFORCEMENTS FOR LINEAR TV

“A lot has been said about the future of the MVPD and broadcaster relationship, especially after the Disney-Charter dispute. But our experience leads me to believe that investors' fears are off base. The concessions Charter negotiated, including SVOD services in the bundle, and thinning out the lower-viewed channels, will benefit the pay TV consumer, benefit the ecosystem, and therefore benefit broadcasters.”



– Scripps President and CEO Adam Symson, Nov. 3, 2023

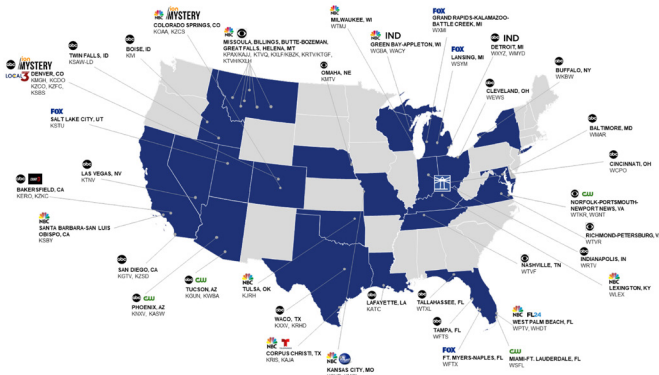
The E.W. Scripps Company (NASDAQ: SSP) is a diversified media company focused on creating a better-informed world. As one of the nation's largest local TV broadcasters, Scripps serves communities with quality, objective local journalism and operates a portfolio of more than 60 stations in 40+ markets. Scripps reaches households across the U.S. with national news outlets Scripps News and Court TV and popular entertainment brands ION, Bounce, Defy TV, Grit, ION Mystery and Laff. Scripps is the nation's largest holder of broadcast spectrum. Scripps is the longtime steward of the Scripps National Spelling Bee. Founded in 1878, Scripps' long-time motto is: "Give light and the people will find their own way."





➤ SCRIPPS IS NOW ONE OF THE NATION'S LARGEST LOCAL AND NATIONAL TV NEWS AND ENTERTAINMENT COMPANIES

LOCAL MEDIA DIVISION



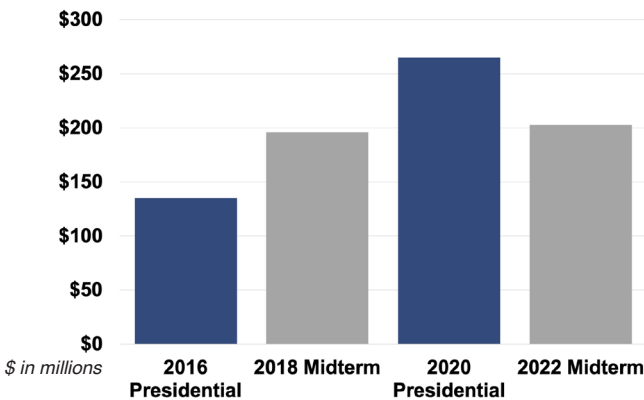
Scripps' Local Broadcast Group is comprised of more than 60 stations from coast to coast, including 42 Big Four network affiliates. Revenue in 2022 was \$1.5 billion.

SCRIPPS NETWORKS DIVISION

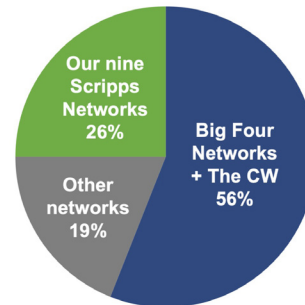


The Scripps Networks segment is comprised of a powerful portfolio of news and entertainment networks that reach every U.S. TV household through over-the-air broadcast, cable and satellite and all the major connected TV platforms. Revenue in 2022 was \$961 million.

➤ SCRIPPS DELIVERS RECORD MIDTERM POLITICAL REVENUE



➤ BECAUSE WE ARE LEADERS IN OVER-THE-AIR NETWORKS, SCRIPPS ALSO PLANS TO ACCELERATE GROWTH OF OTA VIEWING



Share of national network viewing within the OTA universe: Primetime, total viewers 2022
Source: Nielsen

➤ FINANCIAL RESULTS BY DIVISION

Local Media (in millions)	2023			2022			
	Q1	Q2	Q3	Q1	Q2	Q3	Q4
Core	\$141.3	\$149.4	\$142.3	\$157.3	\$157.7	\$146.9	\$164.2
Political	3.5	3.8	9.1	5.8	24.0	63.2	105.6
Distribution	163.4	195.3	197.8	159.6	171.1	164.7	160.0
Other	3.6	3.7	3.8	4.0	3.0	3.6	3.6
Segment operating revenue	311.9	352.2	353.1	326.7	355.8	378.4	433.4
Segment costs & expenses	266.1	271.2	278.2	272.3	275.1	278.8	281.8
Segment profit	45.8	81.0	74.9	54.4	80.7	99.6	151.6

Scripps Networks (in millions)	2023			2022			
	Q1	Q2	Q3	Q1	Q2	Q3	Q4
Segment operating revenues	\$216.5	\$231.2	\$215.4	\$239.1	\$238.9	\$235.4	\$247.8
Segment costs & expenses	164.9	170.9	165.7	154.0	165.6	163.4	167.9
Segment profit	51.5	60.3	49.7	85.1	73.3	72.0	80.0