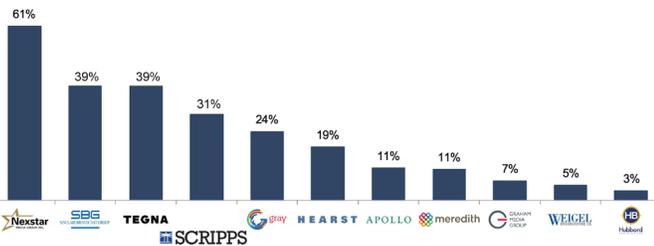




STRATEGIES FOR DELIVERING SHAREHOLDER VALUE

- Integrate recent television station acquisitions and fully realize their value.
- Invest in Stitcher and Newsy for greatest growth.
- Pursue operational excellence across divisions.
- Leverage 2020 cash flow to bring down debt ratio.
- Prudently allocate capital.

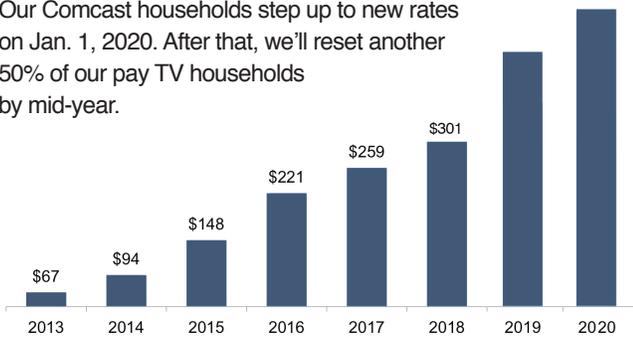
SCRIPPS IS NATION'S FOURTH-LARGEST BROADCASTER



Note: Pro forma for all announced transactions as of Wednesday, March 20, including Nexstar's announced divestitures, plus Scripps' acquisition of Nexstar-Tribune stations; % of U.S. TV households reached exclusive of the UHF discount

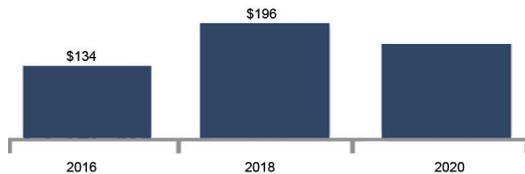
RETRANSMISSION REVENUE CONTINUES TO CLIMB

Our Comcast households step up to new rates on Jan. 1, 2020. After that, we'll reset another 50% of our pay TV households by mid-year.



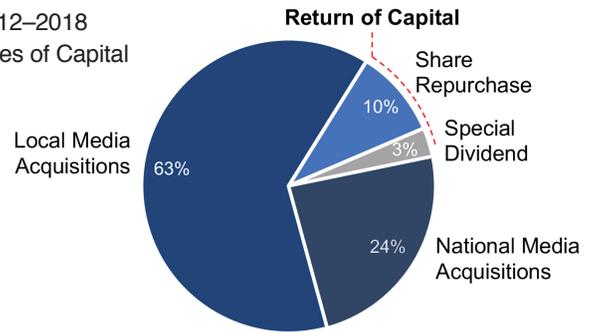
ROBUST POLITICAL ADVERTISING REVENUE

(\$ in millions)



A BALANCED APPROACH TO ALLOCATING CAPITAL

2012–2018
Uses of Capital



NATIONAL MEDIA SEGMENT

- Fast-growing, audience-targeted brands
- National reach and scale, with opportunity to continue to broaden distribution
- Moving from direct response to more lucrative general-market advertising to drive revenue growth and profitability



NATIONAL MEDIA GROWTH PATH

Create content to draw target demographics → Grow nationwide scale, reach → Convert from direct-response advertising to general-market advertising

90%+
U.S. household reach by Katz networks

40 million
Newsy pay TV subscribers

90 million
monthly podcast listeners expected in 2020

The E.W. Scripps Company (NASDAQ: SSP) advances understanding of the world through journalism. As the nation's fourth-largest independent TV station owner, Scripps operates 60 television stations in 42 markets. Scripps empowers the next generation of news consumers with its multiplatform news network Newsy and reaches growing audiences through broadcast networks including Bounce and Court TV. Shaping the future of storytelling through digital audio, Scripps owns top podcast company Stitcher and Triton, the global leader in technology and measurement services. Scripps runs an award-winning investigative reporting newsroom in Washington, D.C., and is the longtime steward of 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."

