A Deep Dive into Digital
UNDERSTANDING THE OPPORTUNITY

June 29 // 2016
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 E.W. Scripps Company’s yearly financial statements on Form 10-K for the period ended Dec. 31, 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.
Welcome

Rich Boehne
PRESIDENT, CHAIRMAN & CEO
Rebuilding Scripps For Growth

2008
Complete separation of Scripps Networks Interactive

2007
Propose spin off of cable networks to board

2009
Close Denver newspaper, reset expenses

2010
Divest “Peanuts” and licensing

2011
Launch original programming unit, two access shows
Combine digital operations; announce investment and salesforce overbuild
Acquire four McGraw Hill TV stations

2012
Buy Newsy
Buy two Granite stations

2013
Terminate Scripps Howard News Service; Launch D.C. National Investigative Unit

2014
Buy Cracked
Buy Stitcher

2015
Spin/combine newspapers with Journal
Merge Journal Broadcast operations into Scripps
Buy Midroll

2016
Buy Cracked
Buy Stitcher
Why We Love The Broadcast Television Business

- Incredibly high barriers to entry
- Multiple revenue streams
- Local/national advertising blend
- Predictable revenue: long-term retransmission contracts
- Predictable expenses: long-term network contracts
- Opportunity to play strong role in ecosystem development
- Strong local, trusted brands
SCRIPPS' DAILY AUDIENCE REACH ACROSS ALL PLATFORMS

- Midroll and Stitcher listens: 4,900,000
- TV local news viewers: 1,800,000
- Radio station listeners: 450,000
- Local market digital users: 120,000
- Cracked video views: 1,800,000
- Newsy website, mobile and OTT users: 2,200,000

From Analog Presses And Towers To The Digital Grid
Scripps Is Building Both Local Digital Brands and Highly Scalable National Businesses

- By millennials for millennials
  - Terrific content for an OTT news audience
  - $35 million, January 2014

- Nearly 60 million (and growing) Americans listen to podcasts
  - Multiple revenue streams
  - $50 million, July 2015

- Strong brand loyalty
  - Satire and humor video lends itself to OTT
  - $39 million, April 2016

Revenue split, pro forma for full-year Cracked acquisition

55% LOCAL

45% NATIONAL
What Does “Digital” Mean?
1. Digital technology and the ensuing fragmentation have changed the way we spend our time and the choices we have

2. Mobility takes media everywhere

3. We’re watching more video but through new platforms

4. On-demand audio is a growing marketplace

5. Advertising is predictably experiencing the same shifts
Digital Has Changed The Way We Spend Time; The Choices We Have

AVERAGE TIME SPENT PER DAY WITH MAJOR MEDIA BY U.S. ADULTS, 2016

Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while watching TV is counted as 1 hour for TV and 1 hour for desktop/laptop
*includes all internet activities on desktop and laptop computers
**excludes digital
Source: eMarketer, April 2016
The Behavior Is More Pronounced By Generation

WEEKLY TIME SPENT WITH SELECT MEDIA/DEVICES AMONG U.S. CONSUMERS, BY AGE, Q4 2015

## Mobility Takes Media Everywhere

<table>
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<tr>
<th>Year</th>
<th>TV (Traditional)</th>
<th>Smartphone</th>
<th>Tablets</th>
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<td>2015</td>
<td>98%</td>
<td>14%</td>
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<tr>
<td>2016</td>
<td>95%</td>
<td>83%</td>
<td>56%</td>
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Estimates used for 2016
Source: Nielsen, among total population
We’re Watching More Video But Through New Platforms

AVERAGE TIME SPENT PER DAY WITH VIDEO BY U.S. ADULTS, 2016

Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour for TV and 1 hour for desktop/laptop

*excludes digital

**includes game consoles, connected TVs or OTT devices

Source: eMarketer, April 2016
Digital Audio Is A Growing Marketplace

Relationship between monthly online listening and smartphone ownership.

Source: Infinite Dial 2016 from Edison Research
57 Million Americans Listen To Podcasts And Those Who Do, Listen A Lot

PERCENTAGE OF AMERICANS WHO LISTEN TO PODCASTS MONTHLY

9% 11% 12% 12% 14% 12% 15% 17% 21%

NUMBER OF PODCASTS LISTENED TO IN THE LAST WEEK

1-3 58%
4-5 21%
6-10 13%
11+ 8%
Advertising Is Predictably Experiencing The Same Shifts

eMarketer, April 2015

Share of Total Media Ad Spending

2008

- Digital
- Directory
- Magazine
- Newspaper
- Out-of-home
- Radio
- TV

2016

- Digital
- Directory
- Magazine
- Newspaper
- Out-of-home
- Radio
- TV

2020

- Digital
- Directory
- Magazine
- Newspaper
- Out-of-home
- Radio
- TV

Estimates used for 2016, 2020
The Changing Ad Landscape: Programmatic 101

The $22 billion digital programmatic marketplace more efficiently matches supply and demand.
Broadcasters Employ a Variety of Strategies Beyond Local to Capture Digital Opportunity

- Digital As Pure Extension of TV
- Ad Tech and Infrastructure
- Agencies and Marketing Services
- Engaging Content Brands
Scripps is Building Engaging Local and National Content Brands

Our Local Market Business Portfolio
55 PERCENT OF THE DIGITAL DIVISION REVENUE

Our National Digital Content Brand Portfolio
45 PERCENT OF THE DIGITAL DIVISION REVENUE
The Digital Consumption Continuum Ranges from Easy Entry Points to Higher Barriers of Entry.
Questions?
Content on Locally Branded Websites is Closely Tied to the Broadcast Business

Scripps provides locally branded news content and information across 27 television and radio markets on multiple digital platforms.
Scripps Serves the Combined TV/Digital Audience with Quality Journalism; Unique Digital Content
In Las Vegas, KTNV’s Digital Audience is Younger and More Affluent Than TV

<table>
<thead>
<tr>
<th>KTNV-TV News</th>
<th>KTNV.com</th>
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<tbody>
<tr>
<td>(6-7 a.m., 6-7 p.m. or 11 p.m.)</td>
<td>(visited in past seven days)</td>
</tr>
<tr>
<td>Median Age</td>
<td>Median Age</td>
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<td></td>
<td>58</td>
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<tr>
<td>Median Income</td>
<td>39</td>
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<td></td>
<td>$49,305</td>
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<td></td>
<td>$64,170</td>
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<tr>
<td>College Grad</td>
<td>Median Income</td>
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<td>18%</td>
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<td>16%</td>
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<td></td>
<td>18%</td>
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<td>Own home</td>
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<td>58%</td>
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<td>42%</td>
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<td>Own home</td>
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<tr>
<td></td>
<td>58%</td>
</tr>
<tr>
<td></td>
<td>53%</td>
</tr>
</tbody>
</table>

March 2015 - April 2016 Scarborough
Scripps’ Local Digital Brands Deliver Advertisers a Large-Scale, Highly Engaged Audience

- 288 million PAGE VIEWS (Q1 2016)
- 25 million AVERAGE VISITORS/MONTH (Q1 2016)
- 33 million VIDEOS VIEWED (Q1 2016)
- 10+ million SOCIAL FOLLOWERS
Distribution of Local Content on a Variety of Platforms Is Key to Audience, Revenue Growth

40% of our traffic is referred by Facebook
The Local Business Is Monetized in Three Main Ways

LOCAL DIRECT SALES

PROGRAMMATIC REVENUE

DIRECT-FROM-CONSUMER REVENUE STREAMS

1. Amazon: Shop a selection of limited-time discounts on shavers, tools, apparel and more.
The Membership Model Lets Us Use Data to Connect the Community

TOP-NOTCH JOURNALISM

REWARDS AND DISCOUNTS

ACCESS TO COMMUNITY OFF-LINE EVENTS
Scripps’ Local Digital Business Is on a Path To Return To Profitability

April 2015

JOURNAL STATIONS IN

SSP

EXPECTING 20% YEAR-OVER-YEAR REVENUE GROWTH

NEWSPAPERS OUT
Questions?
The Over-The-Top Video Marketplace: An Overview
Adam Symson
What is OTT Video?

The delivery of video to the audience using only the internet.

OTT Video is viewed across any internet-connected consumer electronic platform.
OTT Is a Complicated Ecosystem That Is Likely To Eventually Consolidate
Digital Video and OTT: How Big Is This?

213 MILLION AMERICANS CONSUME DIGITAL VIDEO

51% OF AMERICANS ARE WATCHING DIGITAL TV

US Digital Video Viewers and Penetration, TV vs. Movie, 2014-2020
Note: numbers do not add up to 100% due to overlap among digital TV and movie viewers; *internet users of any age who watch digital video content via any device at least once per month; **internet users of any age who watch TV shows online via any device at least once per month; ***internet users of any age who watch movies online via any device at least once per month / Source: eMarketer, Feb 2016

US Digital TV Viewers, 2014-2020
Note: internet users of any age who watch TV shows online via any device at least once per month / Source: eMarketer, Feb. 2016
Younger Audiences Stream The Most

U.S. ADULTS WHO STREAM OVER-THE-TOP (OTT) TV/VIDEO CONTENT BY AGE, DECEMBER 2015

Percentage of respondents in each group:

Note: who live in households with a TV set; monthly; includes Amazon Prime Video, Hulu and Netflix
Content Is King on OTT, Driving New Viewing Behaviors
Advertisers Are Following Viewers to OTT Platforms

U.S. OVER-THE-TOP AD REVENUES
in billions

Includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices; includes advertising that appears before, during or after digital video content in a video player.

Source: eMarketer, March 2016
Programmers Make Money with OTT in Three Ways

- Advertising
- Carriage Fees
- License Fees
Questions?
Blake Sabatinelli
GENERAL MANAGER, NEWSY
Newsy Provides News with the “Y” for Younger Generations

- High-quality journalism
- More original reporting
- An accessible, explanatory voice
- The antithesis of the cable-net talking heads
Newsy Launched to Provide News In a Less Formal, More Accessible Style

STARTED IN PARTNERSHIP WITH THE JOURNALISM SCHOOL AT THE UNIVERSITY OF MISSOURI

ACQUIRED BY E.W. SCRIPPS IN 2014

EARLY FOCUS ON WEB, MOBILE AND TABLET APPS
Newsy Shares Its Content on Desktop, Mobile and Increasingly on OTT Video Platforms

Wide distribution network places Newsy content on 600+ partner platforms. Will exceed 1 billion video streams in 2016. 41 percent year-over-year Q1 video streaming growth.
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 under “Investor Information”.
Few Millennial-Focused News Brands Have Employed Newsy’s Over-the-Top Strategy

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>CONTENT TYPES</th>
<th>PRIMARY DISTRIBUTION CHANNELS</th>
<th>FUNDING</th>
<th>VALUATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vice</td>
<td>Narrative and video</td>
<td>TV, cable network Viceland</td>
<td>$770 million</td>
<td>$4.2 billion</td>
</tr>
<tr>
<td>Vox</td>
<td>Mostly narrative; some video</td>
<td>Desktop; mobile; social</td>
<td>$308 million</td>
<td>$850 million</td>
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<tr>
<td>Mic</td>
<td>Mostly narrative; some video</td>
<td>Desktop; mobile; social</td>
<td>$32 million</td>
<td>$100 million</td>
</tr>
<tr>
<td>NowThis NT</td>
<td>Video</td>
<td>Social platforms, primarily Facebook</td>
<td>$27 million</td>
<td>Not disclosed</td>
</tr>
<tr>
<td>Newsy</td>
<td>Video; audio</td>
<td>OTT video platforms; also mobile, social</td>
<td>$35 million (purchase price)</td>
<td>NA</td>
</tr>
</tbody>
</table>
Newsy Has Overcome the Barriers to Entry for OTT And Skinny Bundle Carriage
Newsy’s OTT Distribution Is Helping Drive Audience Growth and Time With Its Content

9 platforms
PROVIDING OTT VIDEO SERVICES

27 minutes
AVERAGE ENGAGEMENT TIME

1 billion
PROJECTED VIDEO VIEWS IN 2016

33x growth
VIDEO VIEW GROWTH ON OTT AND MVPD PLATFORMS YEAR-OVER-YEAR
Newsy Is Creating New Ways to Diversify Its Revenue Stream
Scripps Expects to Continue Investing In Newsy Through the P&L to Grow the Brand
Questions?
Mandy Ng Rusin
GENERAL MANAGER, CRACKED
Cracked Provides Humor and Satire Content Aimed at Younger Generations

Cracked is for anyone who enjoys original journalism, social commentary and dissecting pop culture, history, science – pretty much any subject matter – through a comedic lens.

Strong digital brand
Desirable age 18-34 audience
Growing OTT audiences (video and audio)
Highly creative and quality-focused editorial team
41 employees; headquartered in Los Angeles
Cracked Is a 60-Year-Old Humor Brand That Resonates with Today’s Millennials

- 1958: Cracked is born
- 2007: Cracked.com launches
- 2010: Site reaches 1 billion page views
- 2012: Site hits 7.3 million monthly uniques, making it the most visited comedy destination online
- 2013: Launched the Cracked Podcast
- 2014: Cracked Series 'After Hours' wins a Webby Award; Surpasses 125 million YouTube views
- 2015: Cracked Podcast breaks 800,000 listens a month; Voted one of the best podcasts by iTunes
- 2016: Acquired by The E.W. Scripps Company

New York Times Best Seller List

Cracked wins another Webby Award

Surpasses 125 million YouTube views

Cracked Series 'After Hours' wins a Webby Award
“The way to get in front of millennials with news is through comedy. Comedy and humor is a subset of social commentary. On digital and through social, satire and humor give news relevance and boost reach for this generation.”

- Joel Espelien, TDG Research (March 2016)
At this point of the presentation, Scripps shows a 2-minute video about Cracked. You can find that video at scripps.com under “Investor Information”.
Cracked Has Such Brand Loyalty That Half Of Its Web Visitors Seek It Out Directly

20 million UNIQUE VISITORS A MONTH TO CRACKED.COM
50% direct traffic TO CRACKED.COM
3.7 million FACEBOOK FANS
20 million VIDEO VIEWS PER MONTH ON YOUTUBE
The Cracked Audience Is Affluent and Evenly Split By Gender

- 55% male
- 45% female
- 50% with greater than 75K HHI
- 49% 25-34
- 24% 18-24
- 19% 35-44
- 8% 45-54

Source: Cracked Google Analytics
Cracked Garners Long Session Times with Users Compared To Similar Brands

Average User Session on Cracked.com: 8:00
Average Completion on Video Content: 74%
Average View Duration on Video Content: 4:30+
But, if you're looking to reach millennials, be prepared to step up your video game. They're open to ads, but emotion plays a big part, whether it's that warm and fuzzy feeling or a little shock value. Going for a comedic angle? Ads that brought the humor drove a 50 percent lift in brand familiarity with millennials, compared to viewers overall. But don't forget this audience is also hungry for information, and ads that successfully deliver on that promise drove a whopping 31 percent lift in purchase intent comparatively. To make your ads as effective as possible, make sure to deliver on emotion.

-Adweek
What’s Next for Cracked: More Video, Audio

Video

Audio

Sales
Questions?
The Over-The-Top Audio Marketplace: An Overview
Adam Symson
Podcasting is an easy and convenient way to fill a need. Smartphone adoption (and data plans) make it easy.

The mobile lifestyle has opened up new opportunities for listening.

The explosion of content on demand means there is something for everyone.

Brands and agencies are chasing these connected consumers.
OTT Audio Is Music or Podcasts Delivered Over the Internet

50 PERCENT+ OF AMERICANS LISTEN TO OTT AUDIO

TIME ON OTT AUDIO IS REPLACING TIME ON RADIO

25 PERCENT OF OTT AUDIO TIME IS INCREMENTAL TO RADIO TIME

Sourced from Edison Research, Arbitron, Nielson, Infinite Dial
Podcast Listening Has Grown as the Car Has Become Fully Connected

**CONNECTED CARS IN THE U.S.**

2014-2019

*In millions*

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<tr>
<td></td>
<td>15.9</td>
<td>20.6</td>
<td>26.8</td>
<td>34.8</td>
<td>45.2</td>
<td>58.7</td>
</tr>
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</table>

Podcast Listeners Skew Young and Affluent

Half of podcast listeners are under 34.

- 18-34: 38%
- 12-17: 11%
- 35-54: 34%
- 55+: 17%

Median household income of a podcast listener is $63,000.

- $75-$100K: 12%
- $100-$150K: 12%
- $150K+: 9%

Source: Edison Research/Triton Digital - 2015
Podcasting Is a Developing Marketplace that Appeals to Advertisers

Podcast Ads Resonate

Listeners feel a deep personal connection with the hosts, leading to high conversion from direct-response ads. 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), while some get as high as $100 CPM.
Podcasts Allow Brands to Maximize Impact

Among digital media, poll respondents say podcast ads are least intrusive.

- Podcast: 25%
- Social Media: 36%
- Website (desktop or laptop): 43%
- Mobile Apps/Website: 45%

Among mobile media, respondents say podcast ads create the best impressions.

- Podcast: 32%
- Social Media: 32%
- Website (desktop or laptop): 25%
- Mobile Apps/Website: 21%

Source: ComScore/Wondery 2016
At this point of the presentation, Scripps shows a short video from Wendy’s about why they advertise on podcasts. You can find that video at scripps.com under “Investor Information”.
Questions?
Lex Friedman
EXECUTIVE VICE PRESIDENT OF SALES AND DEVELOPMENT, MIDROLL
Midroll Is an End-to-End Podcasting Company
Midroll’s Three Revenue Streams Capitalize On Great Content

Owned and Operated Podcasts
35 top-performing podcasts in comedy, pop culture and journalism

Midroll Podcast Advertising Network
250+ of the industry’s top podcasts – those that garner 50,000 downloads per episode

Subscription Service
Howl podcast distribution platform enhances the discovery and sharing of podcasts through a paid premium content service
## Midroll Is a Leading Player in the Podcasting Landscape

<table>
<thead>
<tr>
<th>PODCAST COMPANY</th>
<th>CREATES CONTENT</th>
<th>ADVERTISING REP FIRM</th>
<th>LISTENING PLATFORM</th>
<th>LISTENER SUPPORT</th>
<th>PAID</th>
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</thead>
<tbody>
<tr>
<td>Midroll</td>
<td>X</td>
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<tr>
<td>Gimlet®</td>
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<td></td>
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<td>Panoply</td>
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<td></td>
<td></td>
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<td>Podcast One</td>
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<td>PMM</td>
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<td>NPR</td>
<td>X</td>
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<td>X</td>
</tr>
</tbody>
</table>
Midroll’s Stitcher Platform Helps Listeners Find More Shows They Love

STITCHER IS A PODCAST LISTENING AND DISCOVERY APP

8 MILLION REGISTERED USERS
#1 ON ANDROID (LISTENING PLATFORM)
#2 ON IOS

65,000 shows
50+ car integrations
Major Auto Integrations Will Drive Engagement

Deals with 10+ leading auto brands

Those deals include 50+ models

Launch partner with Apple CarPlay, Android Auto
At this point of the presentation, Scripps shows a short video where podcast veteran Marc Maron talks about the business of podcasting. You can find that video at scripps.com under “Investor Information”. 
Midroll Has Seen Explosive Growth

**TOTAL AD IMPRESSIONS**

- **Q2 2012**
- **Q4 2012**
- **Q2 2013**
- **Q4 2013**
- **Q2 2014**
- **Q4 2014**
- **Q2 2015**
- **Q4 2015**
- **Q2 2016**
- **Q4 2016**

**Estimates used for 2016**
Midroll Is Investing In Key Growth Areas

- Creating Content
- Hiring Sales People
- Technology
- Marketing
Questions?
Appendix
Native Advertising
When a digital publisher integrates an advertiser’s brand message into the content experience. Native advertising is also sometimes referred to as branded content. This content integration can be as subtle as buying up the inventory around a specific type of content, all the way to highly integrated, as when the article or video features the brand’s product and message. This is the digital equivalent of the print media term “advertorial” or TV’s “paid programming”.

Over-The-Top (OTT)
The delivery of video or audio to an audience using the internet. Video and audio can be delivered over-the-top to a TV, as in the case of Newsy’s Roku app, or to a mobile device, as in the case of Midroll podcasts. Over-the-top delivery is an alternative to traditional delivery platforms such as broadcast or cable.

Programmatic Advertising
The automated selling of display advertising between digital publishers and agencies through real-time auction-like platforms. Publishers like Scripps often set up private exchanges so agencies can get greater transparency into the inventory in exchange for paying higher rates. Programmatic is often a vehicle for selling inventory that wasn’t sold at higher rates directly to advertisers. Advertisers are most often national or regional.

Passive Partnerships / Passive Revenue
Revenue products that pay publishers without them having to close deals with advertisers. For example, Scripps and Cracked both have partnerships with companies that pay us a fee any time someone clicks on a link to a third-party publisher’s story offered in a content recommendation module at the bottom of our stories.

Social Distribution
Usually refers to a digital publisher’s plan to distribute content specifically produced for a social network audience on brands such as Facebook, Twitter, Snapchat, etc.