



SCRIPPS INVESTMENT HIGHLIGHTS

SCRIPPS IS A FORTUNE 1000 AMERICAN MEDIA COMPANY WITH BROAD NATIONAL AUDIENCE REACH AND DEEP LOCAL MARKET RELATIONSHIP. OUR FIVE 2024 GROWTH 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 are benefiting 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 reached 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 for this presidential election year.

Our highest capital allocation priority for 2024 is paying down our debt. We have paid down 22% of our debt, using 98% of our discretionary capital, since 2021 – peer-leading percentages.

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 **WNBA** Friday Night Spotlight on ION grew the league’s audience by 30% in 2023 over its 2022 distribution.
- Scripps signed a historic agreement with the **National Women’s Soccer League** to nationally broadcast 50 games on Saturday nights in a weekly double header on ION.
- National Hockey League Stanley Cup 2023 champions, **Vegas Golden Knights**, began their season in October on Scripps Sports and have seen an 80% year over year viewership increase.
- Phoenix NHL team **Arizona Coyotes** have seen a nearly 600% lift in viewership since season start on Scripps Sports in October.



Scripps expects a **3 percentage point lift in Local Media core advertising** in 2024 from its two local sports deals.

DOUBLING DOWN ON FREE TV

“Scripps is heavily leaning into the opportunity of free TV. And we’re making it even easier for media consumers with Tablo, which delivers the most popular linear programs via over-the-air, right alongside another 65 or so premium FAST channels.”

– Scripps President and CEO
Adam Symson,
February 23, 2024



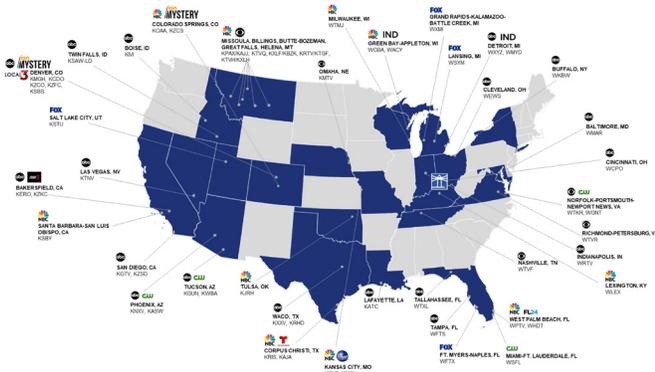
The E.W. Scripps Company (NASDAQ: SSP) is a diversified media company focused on creating a better-informed world. As one of the nation’s largest local TV broadcasters, Scripps serves communities with quality, objective local journalism and operates a portfolio of more than 60 stations in 40+ markets. 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



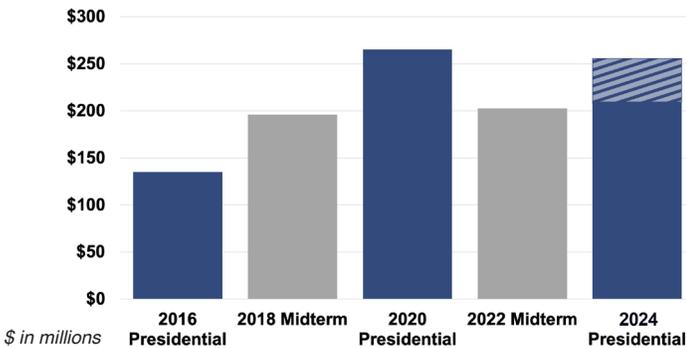
Scripps' Local Broadcast Group is comprised of more than 60 stations from coast to coast, including 42 Big Four network affiliates. Revenue in 2023 was \$1.4 billion.

SCRIPPS NETWORKS DIVISION

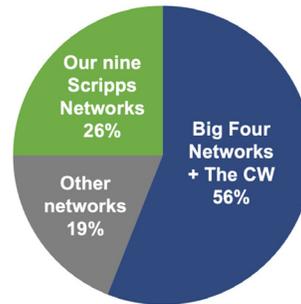


The Scripps Networks segment is comprised of a powerful portfolio of news and entertainment networks that reach every U.S. TV household through over-the-air broadcast, cable and satellite and all the major connected TV platforms. Revenue in 2023 was \$893 million.

➤ SCRIPPS EXPECTS \$210-\$250 MILLION IN 2024 POLITICAL AD 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 2023

Source: Nielsen

➤ FINANCIAL RESULTS BY DIVISION

Local Media (in millions)	2023				2022			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Core	\$141.3	\$149.4	\$142.3	\$165.8	\$157.3	\$157.7	\$146.9	\$164.2
Political	3.5	3.8	9.1	16.4	5.8	24.0	63.2	105.6
Distribution	163.4	195.3	197.8	195.8	159.6	171.1	164.7	160.0
Other	3.6	3.7	3.8	3.1	4.0	3.0	3.6	3.6
Segment operating revenue	311.9	352.2	353.1	381.0	326.7	355.8	378.4	433.4
Segment costs & expenses	266.1	271.2	278.2	295.3	272.3	275.1	278.8	281.8
Segment profit	45.8	81.0	74.9	85.7	54.4	80.7	99.6	151.6

Scripps Networks (in millions)	2023				2022			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Segment operating revenues	\$216.5	\$231.2	\$215.4	\$230.1	\$239.1	\$238.9	\$235.4	\$247.8
Segment costs & expenses	164.9	170.9	165.7	165.9	154.0	165.6	163.4	167.9
Segment profit	51.5	60.3	49.7	64.3	85.1	73.3	72.0	80.0