



THE E.W. SCRIPPS COMPANY INVESTMENT HIGHLIGHTS

NOVEMBER 2024

RECENT FINANCIAL HIGHLIGHTS

Political: Scripps brought in more than \$340 million of political advertising revenue for the 2024 presidential election year, far surpassing our last record, \$265 million, in 2020.

Debt reduction: The company will pay down at least \$300 million of debt this year and achieve leverage reduction into the high 4x by year end due to robust political advertising revenue, prudent expense management and asset sales.

Our paydown and leverage-reduction path includes political ad revenue; portfolio optimization and asset sales; connected TV revenue; sports partnerships; and expense management.

Scripps Sports: Viewership of the WNBA has skyrocketed on ION, which is garnering more than 1 million viewers and more than doubled its revenue from the 2023 season. On the local front, Scripps Sports recently signed the newest Stanley Cup champions, the Florida Panthers, to a rights agreement.

The Advertising upfront: Our 2024 upfront results surpassed both last year's performance and that of our peers. Our live sports programming was the big driver, supported by the popularity of ION's other programming and demand for our connected TV inventory. Scripps sold over 75 percent of our sports inventory in the upfront and are now strategically positioned to drive scatter premiums heading into 2025.



SCRIPPS SPORTS IS GROWING REVENUE, VIEWERSHIP AND BRAND AWARENESS

Sports rights offer several opportunities for us:

- Grow company profitability through sports advertising revenue and increased retransmission rates consistent with live sports value
- Improve network/station ratings with heightened interest in live sports programming
- Create long-term value through the development of direct-to-consumer products
- Attract new and diverse advertisers to the Scripps portfolio
- Increase brand awareness of ION and local stations
- Appeal to new and younger viewers
- Catalyze growth in OTA and for TabloTV

SCRIPPS NETWORKS STREAMING SERVICE DISTRIBUTION

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

A PERIOD OF SIGNIFICANT DELEVERAGING

“With so much highly profitable political advertising revenue, we will put a total of about \$300 million toward our debt this year and expect to continue to deleverage to the high 4 times range by the end of the year. That’s a remarkable move from 6 times in just two quarters.”

– Scripps President and CEO Adam Symson



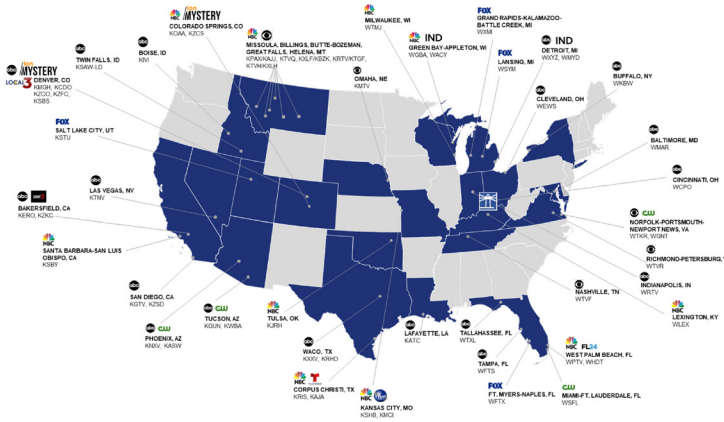
The E.W. Scripps Company (NASDAQ: SSP) is a diversified media company focused on creating a better-informed world. As one of the nation’s largest local TV broadcasters, Scripps serves communities with quality, objective local journalism and operates a portfolio of more than 60 stations in 40+ markets. Scripps reaches households across the U.S. with national news outlets Scripps News and Court TV and popular entertainment brands ION, Bounce, Grit, ION Mystery, ION Plus 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.”

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

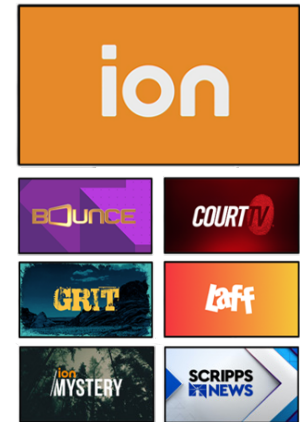
LOCAL MEDIA DIVISION



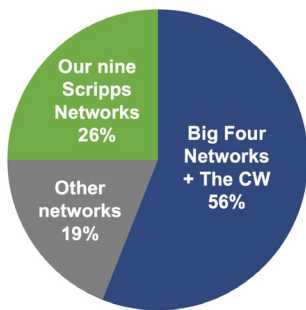
Scripps' Local Broadcast Group is comprised of more than 60 stations from coast to coast, including 42 Big Four network affiliates. Revenue in 2023 was \$1.4 billion.

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.



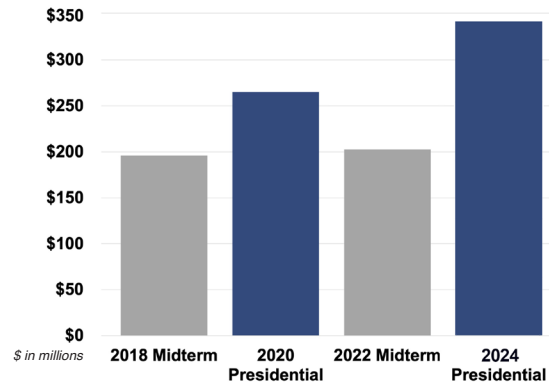
BECAUSE WE ARE LEADERS IN OVER-THE-AIR NETWORKS, SCRIPPS ALSO PLANS TO ACCELERATE GROWTH OF OTA VIEWING



Share of national network viewing within the OTA universe: Primetime, total viewers 2023

Source: Nielsen

SCRIPPS EARNED \$340 MILLION IN 2024 POLITICAL AD REVENUE



FINANCIAL RESULTS BY DIVISION

Local Media (in millions)	2024			2023			
	Q1	Q2	Q3	Q1	Q2	Q3	Q4
Core	\$136.4	\$139.1	\$129.3	\$141.3	\$149.4	\$142.3	\$165.8
Political	15.2	28.2	125.2	3.5	3.8	9.1	16.4
Distribution	197.5	194.2	186.5	163.4	195.3	197.8	195.8
Other	3.7	3.5	4.6	3.6	3.7	3.8	3.1
Segment operating revenue	352.8	364.9	445.6	311.9	352.2	353.1	381.0
Segment costs & expenses	287.3	276.8	284.9	266.1	271.2	278.2	295.3
Segment profit	65.6	88.1	160.7	45.8	81.0	74.9	85.7

Scripps Networks (in millions)	2024			2023			
	Q1	Q2	Q3	Q1	Q2	Q3	Q4
Segment operating revenues	\$209.3	\$208.7	\$201.7	\$216.5	\$231.2	\$215.4	\$230.1
Segment costs & expenses	159.6	171.0	159.6	164.9	170.9	165.7	165.9
Segment profit	49.7	37.7	42.1	51.5	60.3	49.7	64.3