

THE E.W. SCRIPPS COMPANY HIGHLIGHTS

FALL 2024

RECENT FINANCIAL HIGHLIGHTS

Political: Scripps expects 2024 election-year political advertising revenue will reach the range of \$270 million-\$290 million. It expects to benefit largely from U.S. Senate races in Montana and Ohio as well as controversial ballot issues in several states.

Asset sale: The company is making good progress on its process to sell the Bounce TV network. Bounce has grown viewership and revenue – at a 14% CAGR – since Scripps acquired it as part of the Katz networks in 2017.

Performance drivers: The Scripps Networks’ national advertising upfront sales season realized volume increases in the low single digit percent range over last year, driven largely by the success of the company’s women’s sports strategy.

Scripps Sports: Viewership of the WNBA has skyrocketed on ION, which is garnering more than 1 million viewers and resulting in revenue up 85% from the 2023 season. On the local front, Scripps Sports recently signed the newest Stanley Cup champions, the Florida Panthers, to a rights agreement.

Debt reduction: The company sees a clear path to significant debt paydown and leverage reduction to the low to mid 5x 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 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	✓	✓	✓	✓	✓	✓	✓

CATALYZING VALUE THROUGH COMMITMENT TO OUR AUDIENCES

“Once we emerge from a period of debt paydown and significant leverage reduction, we intend to further catalyze value for shareholders, through the concept of connection with our sports partnerships, new advertising and consumer media technologies, and by continuing our deep commitment to our news and entertainment audiences and our local communities.”

– Scripps President and CEO Adam Symson



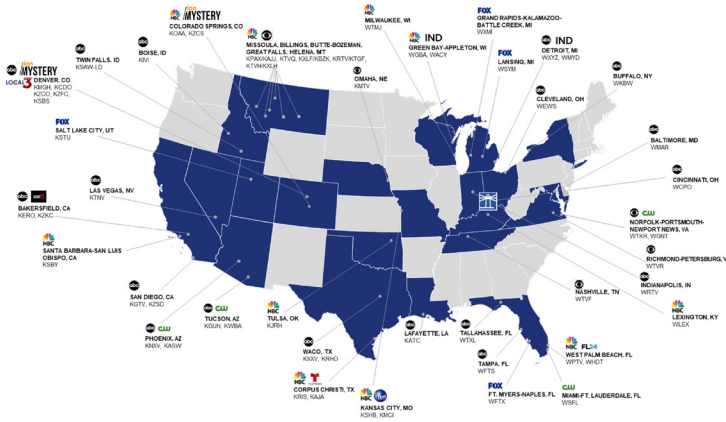
The E.W. Scripps Company (NASDAQ: SSP) is a diversified media company focused on creating a better-informed world. As one of the nation’s largest local TV broadcasters, Scripps serves communities with quality, objective local journalism and operates a portfolio of more than 60 stations in 40+ markets.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

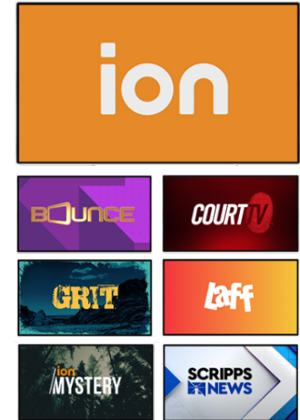
LOCAL MEDIA DIVISION



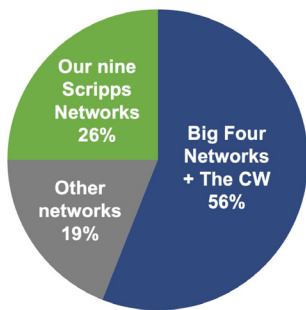
Scripps' Local Broadcast Group is comprised of more than 60 stations from coast to coast, including 42 Big Four network affiliates. Revenue in 2023 was \$1.4 billion.

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.



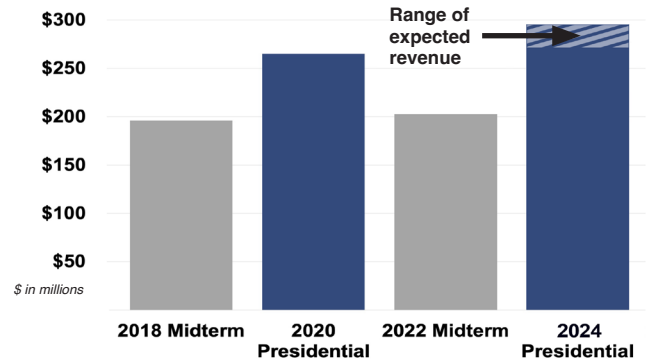
BECAUSE WE ARE LEADERS IN OVER-THE-AIR NETWORKS, SCRIPPS ALSO PLANS TO ACCELERATE GROWTH OF OTA VIEWING



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

Source: Nielsen

SCRIPPS EXPECTS \$270-\$290 MILLION IN 2024 POLITICAL AD REVENUE



FINANCIAL RESULTS BY DIVISION

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

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

Wall Street's public estimates for Scripps in 2024 are revenue of \$2.5 billion; company EBITDA of \$575 million; and free cash flow of \$231 million.