

Cincinnati television station ramps up for premium web content subscription service
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After investment in top reporting talent, Scripps station prepares for subscription rollout with new features

Twitter post: @EWScrippsCo launches in-depth news content features on @WCPO website as part of premium content strategy

CINCINNATI, Nov. 21, 2013 /PRNewswire/ -- The E.W. Scripps Co. (NYSE: SSP) today launched features to the website of its Cincinnati television station WCPO that take it beyond the traditional coverage most often seen on TV station websites and help readers more easily find its in-depth local news content.

Over the past year, WCPO.com has shored up its digital reporting staff, adding more than 30 editorial resources, including eight veteran reporters covering local crime and justice, politics, business, education and the arts.

That unprecedented investment in a television station's digital platforms sets up WCPO.com to introduce in January the first-ever premium subscription service for a TV station's digital content.

"We've built a best-in-class digital news experience that delivers on local depth, perspective and analysis while continuing to dominate the marketplace on the investigative reporting, breaking news and weather coverage the audience depends on us for," said Adam Symson, chief digital officer for WCPO-Channel 9 parent company The E.W. Scripps Co. "Our first major step came when we grew our team and introduced new digital reporters. Next, we unveiled our redesigned website and news apps for the smartphone and tablet.

"Now we are ready to embark on the next leg of our journey as the market's digital news leader."

Starting today, WCPO.com users will notice a "9" icon next to premium story headlines on the website and in its news apps. In January, they will have the opportunity to subscribe to access original stories.

Subscribers will enjoy:

- Superior local business coverage; investigations into local government and politics; and stories from some of Cincinnati's best reporters that take a deeper look into topics of local importance such as arts and entertainment, education, life, and crime and justice
- The exclusive ability to comment on WCPO.com
- Full, unlimited access to all news and information produced by WCPO-TV (an ABC affiliate)

Every WCPO.com and app user still will have full access to:

- Breaking news and information that pertains to public safety
- Weather; traffic; and the Don't Waste Your Money feature
- Investigations by the 9 On Your Side iTeam
- Hyper-local community coverage
- All video from the newscasts
- All the WCPO news apps

"The new features unfolding at WCPO.com over the next several months reflect the company's commitment to the digital media marketplace and our ability to successfully reimagine ourselves for consumers," said Brian Lawlor, senior vice president of television for Scripps.

"Everyone benefits from stronger news operations – our viewers, our digital users and the advertisers across our platforms."

About Scripps

The E.W. Scripps Company (www.scripps.com) serves audiences and businesses through a growing portfolio of television, print and digital media brands. It owns 19 local television stations and daily newspapers in 13 markets across the United States and an expanding collection of local and national digital journalism and information businesses. Scripps also produces television programming, runs an award-winning investigative reporting newsroom in Washington, D.C., and serves as the long-time steward of one of the nation's largest, most successful and longest-running educational programs, Scripps National Spelling Bee. Founded in 1879, Scripps is focused on the stories of tomorrow.

SOURCE The E.W. Scripps Company

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