



News

For Immediate Release

Mobile Digital Television Launch

Gives Detroit Automakers Ideal Mobile Video Test Bed

*WDIV and WXYZ Among Leading Broadcast TV Stations in the Nation
to Transmit Programming to Mobile DTV Devices*

DETROIT, June 3, 2010 – With the Detroit television market among the leaders in the nation now launching Mobile Digital Television (DTV), product development teams in the automobile industry now have a local resource for testing reception of Mobile DTV -- the groundbreaking new service that delivers favorite broadcast TV programs to Mobile DTV devices including specially-equipped in-vehicle infotainment systems, mobile phones, netbooks and laptops, DVD players, and other devices.

Detroit's Mobile DTV channels on two local TV broadcast stations were officially launched today during a special event sponsored by the Open Mobile Video Coalition (OMVC), which represents hundreds of broadcast TV stations throughout the country. In addition to an informative seminar about the technology staged for the benefit of automobile industry executives, today's kickoff event included an in-vehicle demonstration showing a variety of Mobile DTV devices receiving the programs broadcast live from WDIV and WXYZ.

"The introduction of Mobile Digital Television in Detroit changes the broadcast landscape in dramatic and exciting ways. When Mobile DTV consumer devices are widely available, people will be able to take their favorite news, information and entertainment programs with them wherever they go," said Marla Drutz, VP and General Manager of WDIV-TV Detroit, the flagship station of Post-Newsweek Stations, Inc., a leading member of the OMVC. "WDIV is proud to be one of the leaders in broadcasting to mobile digital TV devices, and we know our viewers will appreciate taking along our newscasts, weather, sports and their favorite entertainment programs."

"WXYZ is committed to being a trusted source of Detroit-area news and information, whenever and wherever our audience demands it – whether it's on air, online or, with today's announcement, on the go," said Ed Fernandez, the vice president and general manager of WXYZ, the Scripps-owned ABC affiliate in Detroit. "This mobile technology marries the promise of better and faster information for our valued viewers with the potential to help our area's businesses strengthen their marketing programs."



“The launch of Mobile DTV broadcasting in the Detroit market is critical for the success of this exciting new technology, because this is where decisions are made about the future of automotive infotainment systems. Complementing favorite recorded programs offered on DVD, the addition of Mobile DTV to an automobile will mean instantaneous access to local traffic reports, news, developing weather, and of course your passenger’s favorite shows. WDIV and WXYZ are taking a leadership role in the broadcast TV industry, and we’re delighted to add them to the list of stations around the country now offering Mobile DTV capability,” said Anne Schelle, Executive Director of the OMVC, which represents nearly 900 broadcast TV stations throughout the U.S.

Today’s OMVC workshop for automotive industry executives was co-sponsored by LG Electronics and Harris Corporation, co-developers of the ATSC Mobile DTV Standard. Harris is the leading provider of mobile TV broadcast equipment, and LG is the leading supplier of mobile DTV receiver chips for automotive and other applications.

The Detroit television market is among the first in the nation to begin transmitting Mobile DTV signals of broadcast programming. Last week, the Open Mobile Video Coalition launched the first-ever Consumer Showcase of Mobile DTV with hundreds of local viewers in the Nation’s Capital now experiencing Mobile DTV on specially-equipped cell phones and netbooks with ongoing focus group studies featuring DVD players and mobile receivers equipped to pick up Mobile DTV signals.

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About The Open Mobile Video Coalition

Representing nearly 900 TV stations across the country, the Open Mobile Video Coalition is a voluntary association of television broadcasters whose mission is to accelerate the development of mobile digital television in the United States. The OMVC is composed of 30 members that own and operate over 500 commercial television stations, as well as the Association of Public Television Stations, Corporation for Public Broadcasting and the Public Broadcasting Service, which represent an additional 360 public television stations. Membership in the OMVC is open to all U.S.-based television broadcasters. For more information, please visit www.omvc.org.

Contacts:

Anne Schelle, OMVC, anne.schelle@omvc.org, (443) 857-0200

Dave Arland, dave@arlandcom.com, (317) 701-0084

About Post-Newsweek Stations

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Orlando; KSAT, the ABC affiliate in San Antonio; and WJXT, an independent in Jacksonville. Post-Newsweek also has ownership interests in LATV Networks and Internet Broadcasting (IB).

Contact:

Mike Katona, (313) 223-2223

About Scripps

The E.W. Scripps Company is a diverse, 131-year-old media enterprise with interests in television stations, newspapers, local news and information Web sites, and content syndication. The company's portfolio of locally focused media properties includes: 10 TV stations (six ABC affiliates, three NBC affiliates and one independent); daily and community newspapers in 13 markets and the Washington, D.C.-based Scripps Media Center, home of the Scripps Howard News Service; and United Media, the syndicator of approximately 150 features and comics. For a full listing of Scripps media companies and their associated Web sites, visit <http://www.scripps.com/>.

Contact:

Sandra Ryan, (248) 763-6703