



## **TEGNA and Megaphone TV Announce Partnership on Comprehensive Interactive Participation Platform**

January 3, 2017

*Launch features an initial rollout of 12 TEGNA Media stations; additional markets to be added throughout 2017*

MCLEAN, Va. & NEW YORK--(BUSINESS WIRE)--Jan. 3, 2017-- TEGNA Inc. (NYSE: TGNA) and Megaphone TV (privately held) today announced a licensing partnership that allows for TEGNA Media to use Megaphone's Participation TV Platform during live news, sports and local broadcasts. Twelve TEGNA Media stations will initially use the platform while additional TEGNA Media stations will be added in the coming months.

Through Megaphone TV's innovative Participation TV Platform, viewers can connect to a "first screen" interactive experience, participate in local programming and have their voices heard. By visiting a participating TEGNA Media station website, viewers can use their smartphone, tablet or computer to express real-time opinions through Megaphone TV interactive polling products, participate in fast-paced live trivia experiences and engage with social media content from Facebook, Twitter, and Instagram.

Viewers, producers, on-air talent, and guests are able to see results in real-time. Through these innovative, interactive and engaging experiences, viewers can help influence and facilitate programming during political debates, sports coverage and significant weather events.

"Megaphone TV is a natural partner for TEGNA Media as we continually look for innovative approaches that engage and inform our audiences across platforms," said Lynn Beall, executive vice president and chief operating officer, TEGNA Media. "By using Megaphone's innovative and interactive tools, we will be able to create content and advertising solutions that better serve our local audiences."

Megaphone's Participation TV Platform also allows for interactive advertisements and sponsorships to be sold, appearing in linear broadcasts, on mobile and station websites, and on streaming platforms, such as Facebook Live. Advertising opportunities include direct sponsor integration into programming and Megaphone TV advertising products such as Retail GeoLocator, Click-to-Buy, Click-to-Call, Coupon, Group Buy, Social Post, and Mailing List capture.

"We are thrilled to have such a great partner in TEGNA, a station group at the forefront of innovation," said Dan Albritton, Founder and CEO of Megaphone TV. "We are looking forward to bringing these new broadcast enhancements and revenue streams to local markets together."

The initial launch will include these TEGNA Media stations:

- WKYC – Cleveland
- WFAA – Dallas
- KUSA – Denver
- KHOU – Houston
- WTLV – Jacksonville
- WBIR – Knoxville
- KARE – Minneapolis
- WVEC – Norfolk
- KPNX – Phoenix
- KING – Seattle
- KSDK – St. Louis
- WTSP – Tampa

### **About TEGNA**

TEGNA Inc. (NYSE: TGNA) is comprised of a dynamic portfolio of media and digital businesses that provide content that matters and brands that deliver. TEGNA reaches more than 90 million Americans and delivers highly relevant, useful and smart content, when and how people need it, to make the best decisions possible. TEGNA Media includes 46 television stations and is the largest independent station group of major network affiliates in the top 25 markets, reaching approximately one-third of all television households nationwide. TEGNA Digital is comprised of Cars.com, the leading online destination for automotive consumers, CareerBuilder, a global leader in human capital solutions, and G/O Digital, a customized local digital marketing company. For more information, visit [www.TEGNA.com](http://www.TEGNA.com).

### **About Megaphone TV**

Megaphone TV is the world's first Participation Entertainment Studio, created to meet the rapidly changing viewing habits of consumers. With 3 Emmy nominations and an Emmy Award for 'Outstanding Creative Achievement in Interactive Media,' Megaphone enhances the viewer experience of live video content through unique features such as interactive on-air graphics, nationwide realtime audience polling, contests and gaming, social media, and interactive ads tailored to any show. These products increase viewership and broadcaster revenues through title sponsorships and new ad formats. Megaphone TV's broadcast and streaming clients include AMC, ABC, Bravo, CBS, FOX, NBC, Sinclair, TEGNA, TV Azteca, Univision, and YouTube. Megaphone also collaborates with production studios such as Fremantle Media to develop and produce inherently interactive programs that viewers love. For more information, visit [www.MegaphoneTV.com](http://www.MegaphoneTV.com) or write to [contact@megaphonetv.com](mailto:contact@megaphonetv.com).

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