



Gannett partners with ViewLift to offer digital sports and entertainment video content

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Parties will develop custom applications across mobile and OTT

MCLEAN, Va.--(BUSINESS WIRE)--Apr. 16, 2015-- Gannett Co., Inc. (NYSE: GCI) announced today an agreement with [ViewLift](#), a full-service provider of custom video applications (and a unit of SnagFilms, Inc.), to explore development of a new digital sports video service. This new entity will focus on streaming unique sports-related content and select, relevant movies across multiple devices – smartphones, tablets, televisions, and PCs.

The new entity will explore a hybrid service harnessing local broadcast TV capabilities for the national distribution of digital video aimed at delighting the avid sports fan. This content will give viewers the opportunity to go beyond the game and its highlights by accessing a rich library of video about players, teams and others who make sports one of our nation's prime passions.

As part of this agreement, Gannett will leverage one of the nation's largest affiliate television station groups and its editorial and marketing solutions leadership while ViewLift will provide platform services, proprietary technology, complementary content and operating expertise.

"We are excited by the opportunities this venture provides us to explore new video services that combine traditional over the air with OTT distribution and local and national content," said Dave Lougee, president, Gannett Broadcasting. "Our extensive station footprint, combined with the ViewLift OTT platform, will allow us to pursue a range of new multi-device, multi-pathway opportunities."

"Americans simultaneously live in their hometown, our country and the globe," said Rick Allen, CEO of ViewLift's parent SnagFilms. "Serving all three takes a unique content provider – one that inherently understands both the very local, and the broader stage, and faces the digital future with enthusiasm. We are honored to be pioneering with Gannett to surprise and delight viewers and readers where they are most engaged – on the go and on their home screens."

The partners expect to market-test their first digital channel on devices later this spring.

About Gannett

Gannett Co., Inc. (NYSE: GCI) is an international media and marketing solutions company that informs and engages more than 115 million people every month through its powerful network of broadcast, digital, mobile and publishing properties. Our portfolio of trusted brands offers marketers unmatched local-to-national reach and customizable, innovative marketing solutions across any platform. Gannett is committed to connecting people – and the companies who want to reach them – with their interests and communities. For more information, visit www.gannett.com.

About ViewLift™

[ViewLift](#) is a full-service video platform, empowering brands to distribute content through custom, branded apps on every major digital device. Part of the SnagFilms and Indiewire family, ViewLift leverages years of domain experience as an operator (not just tech provider) and strong industry relationships to offer a complete end-to-end solution for creating, launching and monetizing video applications across 21 digital platforms, including mobile, over-the-top, connected TV and game consoles – more than any other platform. ViewLift offers clients a range of monetization models on a proprietary platform with advanced analytics, tracking performance in real-time. From design and marketing to content curation and app hosting, ViewLift operates across the digital ecosystem, understanding each device's unique requirements and best practices. ViewLift's parent SnagFilms is backed by leading VC firms, including New Enterprise Associates, Comcast Ventures, Revolution LLC and Clark Ventures, as well as tech and media pioneers Ted Leonsis, Steve and Jean Case, Terry Semel and others.

Source: Gannett Co., Inc.

Gannett Co., Inc.

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