



TEGNA Unveils New Automotive and Tourism Attribution Capabilities, National VERIFY Brand and Sports Streaming Offerings at IAB NewFronts

May 4, 2021

TEGNA's NewFronts Presentation Showcases Power of Local Media for Reaching Audiences at Scale in Trusted, Brand-Safe Environment

TYSONS, Va.--(BUSINESS WIRE)--May 4, 2021-- TEGNA Inc. (NYSE: TGNA) is announcing several new initiatives today at the IAB NewFronts, the nation's largest digital media marketplace featuring some of the most innovative companies in media and entertainment. In its NewFronts debut, TEGNA is sharing insights on how its multiplatform advertising solutions connect brands with their target audiences at scale alongside TEGNA's trusted, brand-safe news and entertainment content.

With 64 local media properties across the United States, each with dedicated websites, mobile apps, social media channels and OTT apps, TEGNA offers advertisers solutions that reach millions of consumers on any platform they use to consume news and entertainment content. In 2020, TEGNA published more than 700,000 pieces of digital content and delivered 24 billion impressions for advertisers. Digital consumption rose dramatically, with nearly 70 million unduplicated average monthly visitors to TEGNA digital platforms consuming 7.8 billion minutes of video. This significant growth reflects the high trust consumers place in local media compared to national outlets for news.

At NewFronts, TEGNA is announcing the expansion of its industry-leading attribution solution to measure performance of linear TV and streaming campaigns. In 2021, TEGNA Attribution will provide industry-specific performance data for the automotive and tourism industries. Advertisers in these categories will have access to advanced, industry-specific outcomes and sales data for campaigns placed with TEGNA and Premion, the industry-leading CTV/OTT and [TAG-certified](#) advertising solution for regional and local advertisers. With directly-sourced inventory from more than 125 premium publishers, cutting-edge targeting and performance insights, Premion delivers brand-safe inventory at scale across all 210 DMAs.

TEGNA Attribution is partnering with IHS Markit to leverage Polk Automotive Solutions, which offers best-in-class automotive marketing information, including 30 years of vehicle ownership history and 100 percent coverage of U.S. vehicle sales. This offering enables advertisers to reach the most qualified automotive consumers and connects advertising schedule details to verified new car sales. Launching early summer 2021, automotive advertisers that subscribe to the product will receive Polk Demand Signals advanced measurement data, including number of sales, make and model, price, and vehicle type to measure ROI for their campaigns.

TEGNA Attribution is also partnering with Arrivalist, a leader in travel and tourism intelligence, and using Arrivalist's geo-location intelligence data to provide advanced location attribution solutions for convention and visitors bureaus (CVBs) and other vacation/tourism advertisers. Beginning today, TEGNA Attribution can now provide tourism clients with measurement metrics including arrivals to destinations, cities of origin and days and distance to arrival.

"These new attribution offerings allow automotive and tourism clients to advertise with TEGNA and Premion with greater confidence, knowing we deliver proven results and unmatched measurement insights," said Tim Fagan, SVP and chief revenue officer, TEGNA. "In the coming months, TEGNA Attribution will add additional capabilities to our leading measurement platform, offering greater industry-specific insights to our robust outcome-based model that delivers actionable intelligence to advertisers."

"With this integration and access to Polk Demand Signals and measurement capabilities, automotive clients advertising on TEGNA platforms can gain a more complete understanding of consumer behavior throughout the buying cycle," said Joe Kyriakoz, vice president and general manager, Polk Automotive Solutions at IHS Markit. "Through this innovative arrangement with TEGNA, dealers will have an opportunity to tie their media dollars and optimize to KPIs that actually impact their bottom line – driving new car sales."

"Arrivalist's partnership with TEGNA greatly expands travel and destination marketers' ability to measure the success of their campaigns and adds value with advanced metrics tailored to our industry," said Cree Lawson, founder and CEO, Arrivalist. "By advertising with TEGNA, brands can leverage Arrivalist's trusted location data for deeper insights into audience, efficiency and ROI."

Today, TEGNA will also debut its [national VERIFY brand](#), building on the substantial growth of VERIFY content on TEGNA's local media properties over the past few years. Originally launched in 2015, VERIFY is dedicated to helping the public distinguish between true and false information by fact-checking claims through research and credible sources. In addition to its daily broadcast presence and newly launched website, consumers can now [text VERIFY](#) to submit a story they want verified. In 2020, traffic to VERIFY content on TEGNA station websites increased more than 400 percent, while VERIFY videos on Snapchat's Discover platform saw more than 8 million unique visitors, reaching a new, young audience, primarily comprised of adults 18-24.

TEGNA will also announce that Locked On, the leading sports podcast network with daily shows for all "Big 4" professional sports teams and major college programs, is expanding to streaming platforms. Locked On shows are now available on select TEGNA stations' Roku and Amazon Fire TV OTT apps and YouTube properties in their respective markets, and will be available on all stations' streaming properties in the coming months. TEGNA is also developing an OTT app specifically for Locked On content, which will be available later in 2021.

"TEGNA's VERIFY expansion bolsters trust in TEGNA as a go-to leader for news, while the continued growth of our OTT offerings gives advertisers greater opportunities to reach their audiences at scale on streaming content that attracts passionate, dedicated viewers," said Adam Ostrow, chief digital officer, TEGNA. "TEGNA's digital and OTT platforms give advertisers access to brand-safe content that is highly valued by the tens of millions of consumers we reach every month across our properties."

TEGNA's innovative marketing solutions include the company's digital properties, which average nearly 70 million unduplicated visitors each month, as well as Premion. Supported by TEGNA Attribution, all of TEGNA's client solutions are focused on measurable outcomes and actionable insights that

drive results. For more information visit www.tegnamarketingsolutions.com.

About TEGNA

TEGNA Inc. (NYSE: TGNA) is an innovative media company that serves the greater good of our communities. Across platforms, TEGNA tells empowering stories, conducts impactful investigations and delivers innovative marketing solutions. With 64 television stations in 51 U.S. markets, TEGNA is the largest owner of top 4 network affiliates in the top 25 markets among independent station groups, reaching approximately 39 percent of all television households nationwide. TEGNA also owns leading multicast networks True Crime Network, Twist and Quest. [TEGNA Marketing Solutions](#) (TMS) offers innovative solutions to help businesses reach consumers across television, digital and over-the-top (OTT) platforms, including [Premion](#), TEGNA's OTT advertising service. For more information, visit www.TEGNA.com.

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For media inquiries:

Anne Bentley
Vice President, Corporate Communications
703-873-6366
abentley@TEGNA.com

For investor inquiries:

Doug Kuckelman
Head of Investor Relations
703-873-6764
dkuckelman@TEGNA.com

Source: TEGNA Inc.