



SINCLAIR BROADCAST GROUP TAPS JUKIN MEDIA TO OPERATE ‘TBD’ NETWORK

Jukin Media to bring its massive brands and expertise in curation and digital distribution to the Emerging Network

Baltimore, MD – October 16, 2018 – TBD, the first network dedicated to bringing great digital-first programming to broadcast television, announced today that it has a new operating partner, Jukin Media (“Jukin”). Jukin is a global digital media company that owns and operates a portfolio of multi-platform digital media brands including FailArmy, People Are Awesome, and The Pet Collective. Jukin will assume the day-to-day responsibilities related to operating the TBD Network effective immediately, combining its extensive and diverse library of digital content with Sinclair Broadcast Group’s expertise in broadcast and distribution to deliver amazing digital-first content to over 76 million homes across the US.

Content from Jukin’s brands, which collectively boast more than 150 million followers across social platforms, will be a focal point of TBD’s programming. Jukin has been a content partner with TBD since its launch, providing the short-form content that garner nearly four billion views per month on the web.

Jukin content will now be expanded on TBD’s current lineup that includes some of the biggest names in digital-first programming. In addition to broadcast television, TBD streams 24/7 on TBD.com and the TBD app creating a true multi-platform destination for the absolute best in digital-first video content.

Chris Ripley, President and Chief Executive Officer of Sinclair Broadcast Group: “Jukin Media has a proven track record not only creating remarkable digital-first content, but also packaging that content for linear TV audiences. Jukin’s been a valuable content partner to TBD since the network launched in 2017; now we’re excited for them to get in the driver’s seat and help take the network to the next level.”

Jonathan Skogmo, Founder and CEO of Jukin Media: “We’ve always prided ourselves on our ability to do linear TV as well as digital. Over the past four years we’ve produced 200+ episodes of 30- and 60-minute programming for broadcast and cable networks worldwide, including for FOX and MTV Networks in the US. With TBD we’re taking another big step forward and we thank Sinclair for the opportunity.”

Cameron Saless, Chief Growth Officer at Jukin Media: “TBD represents a unique opportunity for Jukin to demonstrate its digital and linear programming chops in a broadcast world. We look at this network like the early days of MTV in that there’s an undeniable energy and freshness to it that the team is incredibly excited to build upon in the coming months.”

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About Sinclair Broadcast Group

Sinclair is one of the largest and most diversified television broadcasting companies in the country. The Company owns, operates and/or provides services to 191 television stations in 89 markets. Sinclair is a leading local news provider in the country and operates the greatest number of award-winning news rooms in the industry and is dedicated to impactful journalism with a local focus. The Company has multiple national networks, live local sports production, as well as stations affiliated with all the major networks. Sinclair’s content is delivered via multiple-platforms, including over-the-air, multi-channel video program distributors, and digital platforms. The Company regularly uses its website as a key source of Company information which can be accessed at <http://www.sbgj.net/>.

About Jukin Media

Jukin Media is a global entertainment company built on the belief that the future of storytelling is user generated. Jukin produces original content for TV, the web, and emerging platforms, and is owner/ operator of a portfolio of social video properties that includes FailArmy, People Are Awesome, The Pet Collective, and JukinVideo; the properties combine for more than 150 million fans online and nearly four billion monthly video views online, as well as more than 70 million minutes viewed per month on smart TVs and OTT devices. Additionally, Jukin provides a wide range of solutions that allow premium brands, publishers, and media networks, to commercially utilize user-generated video content. For more information, visit <http://jukinmedia.com/corporate>.

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