

Media Contact:
Michael Padovano
mpadovano@5wpr.com



STIRR Adds 17 New Channels, Now Offers Audiences 70 Linear Options

Content Surge Coincides With Spike In Session Time; Service to expand to New York, Los Angeles, Chicago and San Francisco

Santa Monica, CA (October 28, 2019) – STIRR, a free, ad-supported streaming service offering access to some of the most popular news, entertainment and digital first channels, today announces the addition of 17 new channels to its platform. STIRR now provides 70 channels and thousands (3300) of hours of video on demand, giving viewers an endless lineup of content on platforms including Roku, Fire TV, tvOS, iOS, Android and the web.

New channels in the rollout include PeopleTV, Newsy, Insight TV, Glewed, Baeble Music, Edge Sports, and live-music channel LiveXLive, all of which are accessible at any time, for free, for STIRR users.

STIRR has continued to grow rapidly since its January launch, passing 1.3 million downloads over the past month. Session times have also seen an increase among viewers, with the average session duration per viewer now over 53 minutes and over an hour on connected TV devices. In addition, the streaming platform has grown its content offerings with the addition of STIRR's own native channels, including STIRR High School Sports, STIRR Biographies, STIRR Classics, STIRR Drama, STIRR Horror, STIRR Westerns, and STIRR Comedy.

Solidifying its momentum, STIRR has plans in the immediate future to add an additional 10 linear channels by the end of the year and expand to cities outside of its current network offering. Coming soon to the service, are new distinct STIRR City channels in New York, Los Angeles, Chicago and San Francisco.

Channels in the rollout include:

- People TV
- Newsy
- Made In Hollywood TV
- Edge Sports
- Insight TV
- FilmRise Classic TV
- BritCom
- FilmRise Free Movies
- Black Cinema
- Baeble Music
- LiveXLive
- STIRR Comedy
- STIRR Westerns
- STIRR Action
- STIRR Drama
- STIRR Horror
- STIRR Classics

FOR IMMEDIATE RELEASE

###

About STIRR

STIRR is a free ad supported streaming service featuring a mix of news, TV shows, movies, sports and lifestyle programming. STIRR also offers a robust video on-demand library, with more than 3,300 hours of content available to audiences. The STIRR app is available on Roku TV, Fire TV, Apple TV as well as iOS and Android devices or on the web at www.STIRR.com. Based in Santa Monica, CA STIRR is a first of its kind OTT service created owned and operating by Sinclair Broadcast Group.

About Sinclair Broadcast Group, Inc.

Sinclair is a diversified media company and leading provider of local sports and news. The Company owns and/or operates 23 regional sports network brands; owns, operates and/or provides services to 191 television stations in 89 markets; is a leading local news provider in the country; owns multiple national networks; and has TV stations affiliated with all the major broadcast 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 www.sbg.net.