



NEXSTAR MEDIA GROUP SEEKS NEXT-GENERATION AUDIENCE MEASUREMENT PARTNER

Newly Appointed Vice President of Measurement Innovation Will Lead Effort

IRVING, TX. (July 31, 2023)—Nexstar Media Group, Inc. (NASDAQ: NXST), today announced that it has issued an open Request for Proposals seeking a next-generation audience measurement partner capable of providing data that accurately reflects the scale and power of the company’s national and local media businesses. As one of the country’s largest omnichannel media companies, with a newly reimagined ad sales group, Nexstar believes media measurement must innovate in new ways, with innovative new products and cutting-edge technology that better serve the needs of advertisers, publishers, and consumers.

“Nexstar has an unprecedented collection of media assets, including the largest local broadcast group in the United States, a national cable news network, a free over-the-air television network, and a variety of digital media properties, and we need deeper, richer data about the audiences interacting with them,” said Michael Strober, Nexstar’s Chief Revenue Officer. “We believe current methods of audience measurement inadequately reflect our national reach and the effectiveness of the local activation we deliver to advertisers and marketers. We need to accelerate the pace of innovation in cross-platform measurement not just with national content, but with the content generated in every one of our local markets. We also must ensure that the best data is operational across the company.”

Nexstar intends to modernize the way audience measurement is conducted and utilized with advertising clients, and recently appointed Hanna Gryncwajg as Vice President of Measurement Innovation to lead this effort and oversee the RFP process. The company has also been actively engaging with new measurement partners, working earlier this year with VideoAmp and iSpot to deliver linear and streaming audience data generated across its media platforms.

“Our work with several new measurement partners has demonstrated the benefit of fresh thinking and the need for a much more expansive set of measurement capabilities across our entire footprint,” said Ms. Gryncwajg. “We are looking for innovations and roadmaps that can deliver game-changing improvements to help us maximize the effectiveness of Nexstar’s portfolio for advertisers across the whole funnel – from awareness to conversion and purchase. We need to measure what matters most, and we need to do that across all of our endpoints with speed and precision.”

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About Nexstar Media Group, Inc.

Nexstar Media Group, Inc. (NASDAQ: NXST) is a leading diversified media company that produces and distributes engaging local and national news, sports and entertainment content across television, streaming and digital platforms, including more than 300,000 hours of news, sports, and entertainment programming each year. Nexstar owns America's largest local broadcasting group comprised of top network affiliates, with 200 owned or partner stations in 116 U.S. markets reaching 212 million people. Nexstar's national television properties include The CW, America's fifth major broadcast network, NewsNation, America's fastest-growing national news and entertainment cable network reaching 70 million television homes, popular entertainment multicast networks Antenna TV and Rewind TV, and a 31.3% ownership stake in TV Food Network. The Company's portfolio of digital assets, including The Hill and BestReviews, are collectively a Top 10 U.S. digital news and information property. In addition to delivering exceptional content and service to our communities, Nexstar provides premium multiplatform and video-on-demand advertising opportunities at scale for businesses and brands seeking to leverage the strong consumer engagement of our compelling content offering. For more information, please visit nexstar.tv.

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