

## **Scripps Networks Marches on with Maven, Leading the Media Revolution**

*Leading Lifestyle Web Sites Standardize on Maven to Monetize Online Videos  
From Popular Brands Food Network, HGTV, DIY Network and Others*

**Cambridge, Mass.** – December 5, 2007 – Maven Networks, a leading Internet TV platform company, today announced that [Scripps Networks](#) – home of leading lifestyle brands including HGTV, Food Network, DIY Network, Recipezaar, Fine Living and Great American Country (GAC) - has selected Maven to power its online video offerings. The highly scalable Maven Internet TV Platform™ and industry-leading video advertising system will enable Scripps to quickly deliver and monetize branded video content throughout the company's Web sites and broadband channels.

Scripps Networks will leverage the Maven Internet TV Platform to easily manage and distribute hundreds of hours of short- and long-form lifestyle video through seamless integration with existing content management systems. Maven's syndication features will speed video feeds and enable the publication of a multitude of customized players, helping Scripps further strengthen its leading lifestyle brands throughout its own sites and other online communities.

Advertising inventory for Scripps advertisers will also increase via Maven's intelligent and dynamic video ad insertion engine and sophisticated video ad inventory management tools. These new capabilities in tandem with an assortment of new, interactive ad overlay formats are expected to increase video advertising-related revenue and user ad relevance.

Scripps Networks is recognized for leading the interactive media revolution with rich content from its popular lifestyle television channels delivered on award-winning Web sites that attract more than 15 million unique visitors each month. Maven's Internet TV platform will power the online video channels for these networks, continuing to secure their leadership position as the top lifestyle online destinations in the home and food categories while also enabling new ad-generation capabilities.

“The destination sites for our leading lifestyle brands deliver relevant content online while also creating a truly unique and interactive experience for our visitors,” said Deanna Brown, president of Scripps Networks Interactive. “The ability to turn our extensive broadband video library into a better user experience, as well as a stronger revenue stream, through non-intrusive ads is very important to Scripps Networks. This is why we partnered with Maven.”

“Media brands today are complex; they have online elements, traditional broadcast elements, interactive components and more. To efficiently leverage all those assets, the technology behind the brands has to be more flexible, more reliable and easier to use than before,” said Hilmi Ozguc, Founder and CEO of Maven Networks. “Maven provides media companies with multiple brands and channels, like Scripps Networks, a competitive edge. The ability to centrally manage, customize and syndicate content and ads across thousands of hours of online video is a major efficiency enhancer and ad revenue driver.”

Scripps Networks is a member of the Internet TV Advertising Forum, a collaboration founded by Maven Networks to define next-generation video advertising standards, formats and pricing models [see separate release here: <http://maven.net/news/2007/10/15/maven-launches-breakthrough-internet-tv-advertising-platform/>].

#### **About Scripps Networks Interactive**

The award-winning, category-leading Web sites created and supported by Scripps Networks Interactive attract an average of more than 15 million unique visitors per month. The Scripps Networks Interactive properties – including Web sites HGTV.com, FoodNetwork.com, DIYnetwork.com, FineLiving.com, GACTV.com, Recipezaar.com, HGTVPro.com -- are not only extensions of Scripps Networks leading lifestyle brands, providing users programming information and additional instructional content, but also exciting destinations for original content, engaging video and powerful interactive tools.

#### **About Maven Networks**

Maven Networks ([www.maven.net](http://www.maven.net)) is powering the Internet TV revolution. As a critical technology partner, Maven enables professional media companies to quickly and easily create, distribute and profit from direct-to-consumer Internet TV channels and networks. The Maven Internet TV Platform™ is used by industry-leading organizations around the globe such as CanWest, CBS's CSTV, CBC, CNET, Gannett, The Financial Times, Fox Business Network, Fox News, Hearst, MediaNews Group, Ogilvy, Scripps Networks, Sony BMG, Sony Pictures Television, and TV Guide.

###

#### **Contacts:**

Maven Networks  
Kristen Ferguson  
617-806-8283  
[kfergason@maven.net](mailto:kfergason@maven.net)

Racepoint Group  
Jodi Petrie  
781-487-4692  
[jpetrie@racepointgroup.com](mailto:jpetrie@racepointgroup.com)