

EW Scripps to stream live video to mobile devices

September 8 2011

(AP) -- The E.W. Scripps Co. said Thursday that it will become the first TV station group in the nation to deliver live video programming to mobile devices.

The launch will occur in nine markets: Detroit, Phoenix, Tampa, Fla., Cleveland, Baltimore, Kansas City, Cincinnati, West Palm Beach, Fla., and Tulsa, Okla.

Users who download the [mobile application](#) for their local Scripps station will be prompted at certain times - such as during breaking news events or occurrences of [severe weather](#) - to view streaming content. Clicking on the prompt will open a media player that will show either a simulcast of the station's on-air content or special coverage tailored to small screens.

The technology is to be made available this month on iPhones, iPads, devices using the Android operating system and certain BlackBerry devices. The content will also be viewable over mobile Web browsers.

Shares of Scripps were down 35 cents, or 4.4 percent, at \$7.58 late Thursday, amid a broader market decline.

©2011 The Associated Press. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.

Citation: EW Scripps to stream live video to mobile devices (2011, September 8) retrieved 17

April 2024 from <https://phys.org/news/2011-09-ew-scripps-stream-video-mobile.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.