

Beat: Entertainment

The CW Network And Tribune Broadcasting Reach Long-Term Affiliation Agreement

28 Million Television Households Covered

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USPA NEWS - The CW Network and Tribune Media Company have reached new long-term affiliation agreements for 12 of Tribune's currently affiliated CW stations across the United States. The markets renewed cover 25 % of the U.S. and serve more than 28 million households...

The CW Network and Tribune Media Company have reached new long-term affiliation agreements for 12 of Tribune's currently affiliated CW stations across the United States. The markets renewed cover 25 % of the U.S. and serve more than 28 million households. The stations extending their affiliation agreements with The CW include WPIX-TV in New York, KTLA in Los Angeles, KDAF in Dallas, WDCW in Washington, DC, KIAH in Houston, WSFL-TV in Miami, KWGN-TV in Denver, KPLR-TV in St. Louis, KRCW-TV in Portland, WCCT-TV in Hartford, WGNT in Norfolk and WNOL-TV in New Orleans.

Separately, The CW and Tribune Broadcasting announced that the local Chicago CW affiliation will move from Tribune Broadcasting to Fox Television Stations and WGN-TV/Chicago will become an independent station, featuring local news, live sports and syndicated programming during primetime, beginning September 2016.

The CW Television Network, a joint venture between Warner Bros. Entertainment and CBS Corporation, made its debut on September 20, 2006 as America's fifth broadcast network and is the only network specifically targeting viewers ages 18-34, a demographic highly sought after by advertisers.

Tribune Media Company is home to a diverse portfolio of television and digital properties driven by quality news, entertainment and sports programming. Tribune Media is comprised of Tribune Broadcasting's 42 owned or operated local television stations reaching approximately 50 million households, national entertainment network WGN America, whose reach is approaching 80 million households, Tribune Studios, and Gracenote, one of the world's leading sources of TV and music metadata powering electronic program guides in televisions, automobiles and mobile devices.

Source : The CW Network

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