



Nexstar Digital Reaches 133 Million Unique Visitors in January 2022 and Achieves +45% Year-Over-Year Growth, Delivering a Powerful Opportunity to Advertisers

*Achieves Comscore Top 25 Ranking in the U.S., Reaching 48% of Nation's Digital Audience
Nexstar Digital Ranks #7 in Comscore's News and Information Category*

LOS ANGELES, CA (March 23, 2022) – [Nexstar Digital](#), the digital division of Nexstar Media Inc., a wholly owned subsidiary of Nexstar Media Group, Inc. (Nasdaq: NXST), announced today that total unique users to its websites and mobile applications in January 2022 increased by more than 45% from the same time period a year earlier, to 133 million, generating 820 million page views according to Comscore Media Trend. This growth moved Nexstar Digital into the Comscore Top 25 for unique visitors and marked the seventh consecutive month of growth of at least two million unique users across Nexstar Digital's websites and mobile applications. Collectively, Nexstar Digital's websites and apps now reach close to 50% of the U.S. internet audience.

Nexstar Digital prides itself on producing premium local and national news content that delivers highly engaged and valuable audiences to national and local advertisers. Within the News and Information category, Nexstar Digital rose to #7, ahead of Insider Inc., NYPost Network, and Fox News Media. Nexstar Digital was also #1 in the local news category with 80% more unique users than the next largest multi-platform property. Helping to fuel this growth was Nexstar Digital's recent acquisition of The Hill, the #2 site in the U.S. in Comscore's Politics category in January 2022.

"Our meteoric digital growth this past year is a reflection of the trust our users place in Nexstar Digital as a source of credible, relevant, engaging local news and entertainment," said Karen Brophy, President of Nexstar Digital. "Nexstar Digital continues to show progress with our content-first strategy, reflecting our organization-wide commitment to deliver trusted, unbiased, fact-based journalism that engages and informs our audiences across all screens and provides a brand-safe premium environment for our advertising clients. At Nexstar Digital, we deliver what matters most, including content, audiences, solutions, and most important, results for our advertising clients."

Learn more about how to leverage the full power and reach of Nexstar Digital's data-driven national and local advertising solutions at www.nexstardigital.com.

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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, including 283,000 hours of original video content 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 television assets also include NewsNation, America's fastest-growing national news and entertainment cable network reaching 75 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 with over 120 million monthly unique users as of December 31, 2021. In addition to delivering exceptional content and service to our communities, Nexstar provides premium multiplatform 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 www.nexstar.tv.

Digital Contact:

Dennis Cook
SVP, Sales Marketing
Nexstar Media Group, Inc.
646/408-3110 or dcook@nexstardigital.com

Media Contact:

Gary Weitman
EVP & Chief Communications Officer
Nexstar Media Group, Inc.
972/373-8800 or gweitman@nexstar.tv

Investor Contact:

Joseph Jaffoni or Jennifer Neuman
JCIR
212/835-8500 or nxst@jcir.com