



## **ASHLEY HOVEY NAMED CHIEF DIGITAL OFFICER FOR THE CW NETWORK**

April 11, 2023 (Burbank, CA) — The CW Network today announced that Ashley Hovey has been named the network’s first-ever Chief Digital Officer. In this newly created role, Hovey will be responsible for overseeing the business strategy and day-to-day operations of the network’s digital operations and OTT streaming platforms. Ms. Hovey will begin her new duties on April 17, and will report to Dennis Miller, President of The CW Network.

Ms. Hovey joins The CW after spending five years at Roku where she oversaw the Ad Supported business for The Roku Channel (TRC), including both on-demand and FAST channel content, audience engagement, and growth. As Senior Director, TRC AVOD, Ms. Hovey built and led the Kids and Family, FAST, Music, and Espacio Latino businesses, drove overall partner strategy and monetization, and managed the multiplatform offering.

“We are thrilled to have an all-star digital business strategist like Ashley Hovey join our senior leadership team,” commented Dennis Miller, President of The CW Network. “Ashley is a trailblazer who knows what it takes to build a successful entertainment brand from the ground up and we look forward to having her play a vital role in helping us expand and monetize The CW Network’s digital footprint.”

The fully ad-supported CW App, with over 92 million downloads to date, is available for free to consumers on virtually all major platforms and is home to the latest episodes and seasons of The CW’s primetime programming, live streaming of its sports content, and a library of entertaining film and television content for on-demand viewing. For the past five years, The CW App has soared into the Top 10 of Apple’s top U.S. free apps. The CW App is available for free on all virtually all major platforms, including Roku, Fire TV, LG Smart TVs, iOS, tvOS for Apple TV, Google Play, Android TV, VIZIO, UWP, Xbox One, and more.

“I’m excited to join the Network at a crucial time when anything and everything is possible in TV and streaming,” commented Ms. Hovey. “The CW has an amazing audience and history, and I look forward to bringing my experience of building one of the largest Ad Supported streaming businesses to the Network. Together with the great team Dennis has put in place, I cannot wait to grow the Network to new heights.

Prior to her tenure at Roku, Ms. Hovey was a senior director of advertising strategy and development at Comcast supporting the \$2.5B Cable Ad business. Ms. Hovey has also worked

for British Telecom and Nielsen in various business development, product and client services roles, including working with Facebook building its ad measurement solutions.

Ms. Hovey has a Master of Business Administration from the Tuck School of Business at Dartmouth and a B.A. in Classical Languages from Pomona College.

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### **About The CW Network**

The CW Network, LLC is one of America's major broadcast networks and reaches 100% of US markets. The CW delivers 14 hours of primetime programming per week in addition to sports and other entertainment programming and is the exclusive broadcast home to LIV Golf. The fully ad-supported CW App, with over 92 million downloads to date, is available for free to consumers on all major platforms and is home to the latest episodes and seasons of The CW's primetime programming, live streaming of its sports content, and a library of entertaining film and television content for on-demand viewing. The CW is 75%-owned by Nexstar Media Group, Inc. (NASDAQ: NXST), a leading diversified media company and largest CW affiliate group with 37 CW and CW Plus affiliates, covering 32% of the population. For more information about The CW, please visit [www.cwtv.com](http://www.cwtv.com).

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