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South Carolina ETV adds to viewing options with expansion to Local Now

COLUMBIA, S.C. – South Carolina ETV (SCETV) is now live streaming ETV-HD on [Local Now](#), a free streaming service for local news and entertainment, adding an additional way for viewers to access SCETV content whenever and wherever they are.

Local Now's audience will now have access to inspiring and educational content from SCETV's locally-produced shows, along with other PBS favorites– including [PBS Newshour](#), [Frontline](#) and [Antiques Roadshow](#).

SCETV and additional participating PBS stations will make **Local Now** available to audiences in more than 300 markets and cities across the country, with the full launch completed by the end of this year. The partnership represents PBS's continued commitment to make its quality and award-winning content accessible to all Americans on as many digital platforms as possible.

Late last year, Allen Media Group announced its partnership with PBS, which launched the new PBS Digital Studios FAST channel on **Local Now**. The FAST channel offers original series and short-form content that explores science, arts, culture and more.

Local Now provides localized news, weather, sports, traffic and entertainment, produced by various leading news organizations. It offers more than 450 free-streaming channels, as well as more than 18,000 movies, TV shows and documentaries. The **Local Now** app is available on Roku, Apple TV, Amazon Fire TV, Android TV, Xfinity, Vizio, Samsung, Android and IOS devices. Learn more at [LocalNow.com](#).

Local Now adds to the growing list of options viewers have to enjoy SCETV programming. In addition to traditional satellite broadcast, South Carolina residents can access a livestream on [scetv.org](#). Content can also be streamed on the [SCETV app](#), which is available on all iOS and Android devices, and YouTube TV. Furthermore, content is available on all SCETV-branded PBS platforms, including PBS.org and PBSKIDS.org, as well as the PBS app and PBS KIDS app available on iOS, Android, Roku, Apple TV, Amazon Fire TV, Samsung TV and Chromecast. ETV Endowment members are also able to view an extended library of quality public television programming via [SCETV Passport](#).

QUOTES

"Whenever there is an opportunity to expand the reach of SCETV and PBS content, it's a good day! Our viewers will be able to stream our educational and entertaining programming in a way that's convenient for them, while new viewers will gain access to SCETV programs that were not available outside of South Carolina." –**SCETV and SC Public Radio Interim President and CEO Dr. Stephanie Cook**

"This is an historic agreement – we are thrilled that Local Now is the first non-PBS owned and operated streaming platform to offer PBS's award-winning programming from stations serving more than 300 U.S. cities and markets. The addition of local PBS stations is a major achievement for Local Now and cements our position as the leader of free-streaming local news and entertainment in America. Viewers of all ages know and love PBS and soon they will be able to stream this amazing content for free, anytime on our free-streaming service Local Now." –**Founder/Chairman/CEO of Allen Media Group Byron Allen**

"This exciting partnership helps us continue to meet viewers everywhere they are with the quality content they expect from PBS. By providing an accessible platform through Local Now, PBS stations will be empowered to expand their digital footprint and engage new audiences with locally-produced and distributed programming. It's all part of supporting and boosting the presence of our PBS stations in the communities we serve." –**PBS Chief Digital and Marketing Officer Ira Rubenstein**



FAST FACTS

- ETV-HD is live streaming on [Local Now](#)
- **Local Now** adds to the growing list of options viewers have to enjoy SCETV programming. Additional ways to watch include [scetv.org](#), the [SCETV app](#) and [SCETV Passport](#).
- **Local Now** is Allen Media Group's free streaming service for local news and entertainment.
- **Local Now** will be available to audiences in more than 300 markets and cities across the country, with the full launch completed by the end of this year.
- **Local Now** provides localized news, weather, sports, traffic, and entertainment, produced by various leading news organizations.
- The **Local Now** app is available on Roku, Apple TV, Amazon Fire TV, Android TV, Xfinity, Vizio, Samsung, Android and IOS devices.

About South Carolina ETV and Public Radio

South Carolina ETV and Public Radio (SCETV) is the state's public educational broadcasting network. SCETV amplifies South Carolina voices, provides educational experiences and strengthens communities, while working toward creating a stronger, more connected and informed South Carolina. In addition to airing local programs, such as *Carolina Classrooms*, *Making It Grow*, and *This Week in South Carolina*, SCETV also presents multiple programs to regional and national audiences, including *By The River*, *After Action*, *Reconnecting Roots*, *Reel South*, *Somewhere South*, *Yoga in Practice* and *How She Rolls*. In addition, SC Public Radio produces the national radio production, *Chamber Music from Spoleto Festival USA*.

About PBS

[PBS](#), with more than 330 member stations, offers all Americans the opportunity to explore new ideas and new worlds through television and digital content. Each month, PBS reaches over 120 million people through television and 26 million people online, inviting them to experience the worlds of science, history, nature and public affairs; to hear diverse viewpoints; and to take front row seats to world-class drama and performances. PBS's broad array of programs has been consistently honored by the industry's most coveted award competitions. Teachers of children from pre-K through 12th grade turn to PBS for digital content and services that help bring classroom lessons to life. Decades of research confirms that PBS's premier children's media service, PBS KIDS, helps children build critical literacy, math and social-emotional skills, enabling them to find success in school and life. Delivered through member stations, PBS KIDS offers high-quality educational content on TV – including a 24/7 channel, online at [pbskids.org](#), via an array of mobile apps and in communities across America. More information about PBS is available at [www.pbs.org](#), one of the leading dot-org websites on the internet, or by following [PBS on Twitter](#), [Facebook](#) or through our [apps for mobile and connected devices](#). Specific program information and updates for press are available at [pbs.org/pressroom](#) or by following [PBS Communications on Twitter](#).

About Local Now

The **Allen Media Group** digital platform **Local Now** is the leading free streaming service for local news and entertainment in America, delivering localized content to over 225 markets in the U.S. and boasting an endless supply of movies and TV shows from Hollywood's biggest studios. It offers hundreds of live channels that feature an extensive roster of superstar talent and marquee content partners. **Local Now's** state-of-the-art streaming platform also delivers original local news, weather, and information, customized by market, so viewers can easily stay connected to what matters to them most. **Local Now** is available on nearly all platforms across OTT on connected TV, Mobile and Web. For more information, please visit: [localnow.com](#).

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