**Apps Get Local News To Wider Audiences**

Broadcasters are increasingly repurposing their local news content to apps such as CBSN Local, Stirr and VUit in an attempt to reach younger viewers. Analyst Colin Dixon explains that apps let broadcasters cut down on the expenses and time new revenue sources would otherwise require, and that streaming local content gives advertisers more brand safety than social media does.

***Bloomberg 6/15/21***

[***https://www.bloomberg.com/news/articles/2021-06-15/streaming-apps-vuit-stirr-and-cbsn-local-give-local-news-a-national-audience***](https://www.bloomberg.com/news/articles/2021-06-15/streaming-apps-vuit-stirr-and-cbsn-local-give-local-news-a-national-audience)