**NBC Stations Set LX News For Gen Z, Millennials**

Its new digital news brand and soon-to-launch over-the-air and streaming network is targeted to adults 18-45. LX stands for ‘Local X’ the ‘X’ signifying the “exponential abilities that LX has in telling our communities unique stories,” according to the company. LX offers opportunities for local and national advertising through its dedicated digital site and social channels, and through its over-the-air linear TV and streaming network.

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