**ESPN, Viacom are Coming to the NewFronts**

Viacom and ESPN are making their debuts at this year's NewFronts to tout their digital offerings, such as the Snapchat versions of their existing TV shows. "The IAB has positioned the NewFronts to talk about compelling programming designed and built for digital, and we want to be respectful of that," said ESPN's Travis Howe.

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[***https://digiday.com/media/big-media-companies-are-coming-to-the-newfronts-to-market-their-digital-investments/***](https://digiday.com/media/big-media-companies-are-coming-to-the-newfronts-to-market-their-digital-investments/)