

EW Scripps

Scripps green-lights Mist full stack network

See how Mist delivers exceptional experiences for every user

[Explore the platform →](#)

Industry

Media and entertainment

Region

Americas

An AI-native journey from a secure edge to campus and branch

Scripps is one of the largest local television broadcasters in the U.S., operating a portfolio of more than 60 stations in 40+ markets. Scripps reaches nearly every American through its news outlets Court TV and Scripps News and entertainment brands like ION, Bounce, Grit, Laff, and ION Mystery. Audiences can catch Scripps news and entertainment over the air, on connected TV devices, on cable TV and satellite, or through digital platforms.

When its nationwide network needed a refresh, Scripps chose Juniper SRX firewalls to connect and protect its TV stations, tech hubs, offices, and data centers. With Juniper's value proven at the edge, the broadcaster turned to Juniper to solve its Wi-Fi pains. With wireless user experiences now exceptional, Scripps took the next step on its journey to Juniper switching.

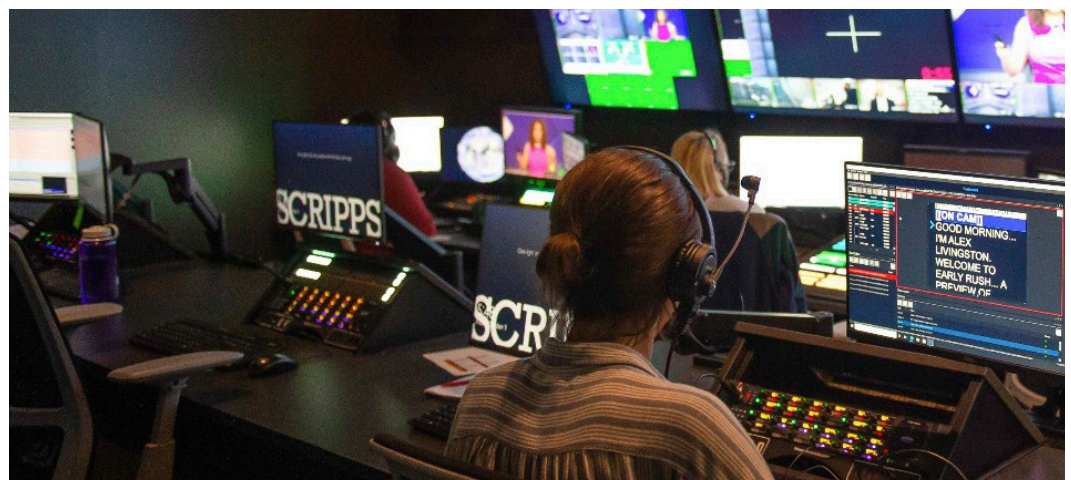
Scripps is standardizing on Mist™, Juniper's AI-native full stack networking platform, at its headquarters and across 43 national markets.

Overview

Challenge

Scripps had three different Wi-Fi platforms and one big challenge. The IT team was migrating from the legacy controller- and cloud-based versions of one vendor's Wi-Fi to a different vendor's cloud-managed product, but the wireless pilots kept hitting snags.

With the new Wi-Fi facing hurdles and slow-downs, Scripps' network engineering team took up their Juniper account manager's standing offer to test Mist for free—starting with their most problematic site.



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Paul Riccobene
Network Architect, Scripps

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Transformation

The Mist platform leverages over a decade of high-quality data and AI learning to assure that every connection is reliable, measurable, and secure for every device, user, and application at every location. The result is exceptional user experiences and transformational scale and agility for the IT team.

“We started with the firewalls, and two years later progressed to the wireless and then the switching infrastructure,” said Riccobene. “Now we’re looking to build full stack Juniper networks at our stations as we roll through the LAN refreshes.”

Outcomes

Better user experiences

99.99%

Reduction in network-related service calls after deploying Mist wireless at the first news station

Rapid deployment

2

Hours to upgrade news station to Mist wireless

Simplified operations

1

User interface to manage wireless, wired, and SD-WAN

Solution and implementation

[Juniper Access Points](#)

[Juniper EX Switches](#)

[Juniper SRX Firewalls](#)

[Marvis AI Assistant](#)

[Juniper Wi-Fi Assurance](#)

[Juniper Wired Assurance](#)

[Juniper WAN Assurance](#)



"**Mist** solved our Wi-Fi problems."

Paul Riccobene
Network Architect, Scripps

Scripps tunes into an AI-native full stack network

Scripps has flipped the script on the campus and branch network experience for staff at its TV stations, tech hubs, and locations across the nation. The AI-native, cloud-native Mist platform brings together wireless access, wired access, and network access control under a common Marvis® AI engine and microservices cloud. The IT team has a single user interface to manage the wired, wireless, and WAN connectivity.

Marvis® AI Assistant, the industry's first virtual network assistant, simplifies operations and empowers the IT team to find and fix problems quicker and more reliably, lowering OpEx and assuring the user and device experience.

Juniper access points deliver predictable, reliable, and measurable wireless.

The Scripps IT team has near-real-time visibility into service levels and troubleshooting and operations are automated. IT can deploy and manage Juniper switches from the Mist cloud while getting minute-by-minute insights into switch health.

SRX firewalls have securely connected Scripps' TV stations and offices to its data center and cloud services since 2022. After dropping MPLS leased lines for secure internet VPNs with Juniper firewalls, broadcast traffic performance increased by 20% and Scripps reduced carrier costs by 30%—saving \$90,000 in the first year.

24x7 news cycles enabled by 24x7 connectivity

"Our Juniper journey has been amazing," said Riccobene. "We've seen so much value from the Mist wireless that we've decided to become a complete Juniper environment."

As Mist rolled out, accolades rolled in

"When we did the Mist proof-of-concept test at our Cleveland station, employees were ecstatic," said Riccobene. "Within 15 minutes of the changeover, the general manager came out of his office and asked me what happened because the Wi-Fi was so much better."

The AI-native full stack refresh rolls on

"Network issues have been eliminated at every site where we installed Juniper," said Riccobene. "Now when we refresh a station, we are moving to an all-Juniper environment for the reliability and uptime. The original Cleveland station where we piloted Mist wireless is now undergoing a full stack transformation."

Powerful, yet simple network operations

Instead of juggling three separate network management consoles, Scripps now has single user interface and AIOps tools to manage wired, wireless, and WAN for clear visibility and faster troubleshooting when issues arise.

"We have visibility and control over the complete network from the Mist dashboard," he said.





The Mist platform: purpose-built with AI and for AI

To learn why Mist is The NOW Way to Network your campus and branch, visit <https://www.juniper.net/us/en/campus-and-branch.html>

To get Juniper's Blueprint for AI-Native Acceleration, visit <https://www.juniper.net/us/en/solutions/blueprint-for-ai-native-acceleration.html>

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