

SECURITIES AND EXCHANGE COMMISSION

FORM 4

Statement of changes in beneficial ownership of securities

Filing Date: **2013-05-16** | Period of Report: **2013-05-14**
SEC Accession No. [0001209191-13-026757](#)

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REPORTING OWNER

Costa Michael R

CIK: **1454977**

Type: **4** | Act: **34** | File No.: **001-34004** | Film No.: **13850876**

Mailing Address

*312 WALNUT STREET, 18TH
FLOOR
CINCINNATI OH 45202*

ISSUER

Scripps Networks Interactive, Inc.

CIK: **1430602** | IRS No.: **611551890** | State of Incorporation: **OH** | Fiscal Year End: **1231**
SIC: **4841** Cable & other pay television services

Mailing Address

*312 WALNUT STREET
SUITE 1800
CINCINNATI OH 45202*

Business Address

*312 WALNUT STREET
SUITE 1800
CINCINNATI OH 45202
513 824-3200*

FORM 4

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

OMB APPROVAL	
OMB Number:	3235-0287
Expires:	02/28/2011
Estimated average burden hours per response	0.5

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person Costa Michael R			2. Issuer Name and Ticker or Trading Symbol Scripps Networks Interactive, Inc. [SNI]			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below)		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 05/14/2013					
312 WALNUT ST., 18TH FLOOR			4. If Amendment, Date Original Filed(Month/Day/Year)			6. Individual or Joint/Group Filing (Check applicable line) <input checked="" type="checkbox"/> Form Filed by One Reporting Person <input type="checkbox"/> Form Filed by More than One Reporting Person		
(Street)								
CINCINNATI, OH 45202								
(City)	(State)	(Zip)						

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Class A Common Shares, \$.01 par value per share	05/15/2013		M		1,500	A	\$ 0	4,825	D	
Common Voting Shares, \$.01 par value per share								0	D	

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date					
Option	\$27.01							04/29/2010	04/28/2019	Class A Common	14,571	14,571	D	
Option	\$44.1							04/28/2011	04/27/2018	Class A Common	5,231	5,231	D	
Option	\$51.76							05/18/2012	05/17/2019	Class A Common	4,294	4,294	D	
Option	\$53.38							05/15/2013	05/14/2020	Class A Common	5,096	5,096	D	

Restricted Stock Units	(1)	05/15/2013		<u>M</u>		1,500	(2)	(2)	Class A Common	1,500	\$ 0	0	D	
Option	\$68.14	05/14/2013		<u>A</u>		3,837	05/14/2014	05/13/2021	Class A Common	3,837	\$ 0	3,837	D	
Restricted Stock Units	(1)	05/14/2013		<u>A</u>		1,138	(3)	(3)	Class A Common	1,138	\$ 0	1,138	D	

Explanation of Responses:

1. Each restricted stock unit represents a contingent right to receive one SNI Class A Common Share.
2. As reported herein, the restricted stock units were converted to Class A Common Shares on 5/15/13.
3. The restricted stock units are payable within 30 days after 5/14/14.

Signatures

/s/ Cynthia L. Gibson, Attorney-in-fact for Michael R. Costa

** Signature of Reporting Person

05/16/2013

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.

POWER OF ATTORNEY

BE IT KNOWN, that Michael R. Costa, a director of Scripps Networks Interactive, Inc., does hereby make and appoint Cynthia L. Gibson, Executive Vice President, Chief Legal Officer & Corporate Secretary of Scripps Networks Interactive, Inc. (effective November 30, 2012), as his true and lawful attorney for him and in his name, place and stead, giving and granting to said attorney the power and authority to sign and file reports required under Section 16(a) of the Securities and Exchange Act of 1934 with full power of substitution and revocation, hereby ratifying and confirming such act(s) that said attorney shall lawfully do or cause to be done by virtue hereof.

IN WITNESS WHEREOF, I have hereunto set my hand this 14th day of November, 2012.

/s/ Michael R. Costa