



Press release

Vodafone chooses German start-up wywy to synchronize TV and online advertisements in real time

- **Vodafone will be one of the first advertisers globally to initiate mobile advertising campaigns in sync with their TV commercial broadcasts**
- **wywy and revcloud launch unique partnership to provide synchronized TV and Second Screen campaigns by combining ACR and RTB technologies**

Munich / Berlin, June 27, 2013 – The synchronized advertising specialists at wywy (www.wywy.com) have secured a unique partnership with the real-time bidding (RTB) platform revcloud (www.revcloud.net) for a Germany-wide cross-media campaign between television and the web. With wywy's proven Automated Content Recognition (ACR) technology, it is now possible for advertisers to deliver digital campaigns on mobile websites and apps simultaneously with the airing of their TV commercials. Vodafone will be the first customer to take advantage of the synchronized advertising solution.

Parallel online campaign provides immediate feedback channel for television advertisers

wywy's solution comes at an inflection point in the media industry. Recent studies show that over half of TV viewers are online using a smartphone or tablet while watching TV.* This information is immensely valuable in targeting television viewers and maximizing TV advertising budgets. Christian Zimmer from Media Team OMD, Vodafone's advising agency for the campaign, explains: "Our clients are increasingly requesting a cross-media campaign that incorporates the extension of TV advertising to the Second Screen. No wonder: Smartphones enable TV viewers to engage much more intensively with a message or brand, and all in real-time."

wywy detects, revcloud delivers

Through the real-time recognition of TV commercials, wywy's 'LiveAd Flash' product allows current television advertising to align with an online campaign. wywy does so by sending a real-time commercial recognition message to the revcloud system. The real-time bidding platform then immediately activates campaigns on mobile websites and apps with banner advertising corresponding to the current TV commercial.

Dr. Andreas Schroeter, Co-founder and Managing Director of wywy, sees the synchronization of TV and online advertising as a significant collaboration between the two channels: "Every year billions are spent on TV ads in the hopes that viewers retain the information and remember the brands on their next shopping trip. Now, the integrated campaigns provide the possibility for viewers to have an immediate interaction with companies and products."

Simon Schier, CEO of revcloud adds, "The market for online advertising has rapidly grown in recent years, and the potential is limitless. At the same time, TV commercials are still one of the major forms of advertising for many companies. With the current cooperation, we bridge the gap between the two channels. "

* [Nielsen](#) (June 2013)

About wywy

wywy specializes in synchronized broadcast detection and interactivity solutions. wywy's technology synchronizes accompanying TV applications in real-time with the actual live broadcast. This creates new possibilities for interactive TV in the growing market of second-screen applications and interactive advertising. Through its wholly owned subsidiary Idioma Ltd., wywy has been a provider of broadcast monitoring and automated detection technologies to a global client base since 2001.

About revcloud

revcloud is the first German Real-Time Bidding (RTB) Trading Desk. As a Demand Side Platform (DSP) we make it possible for companies to switch to real-time bidding advertising with our self-service interface within minutes. Through the possibility of booking individual placements, the support of retargeting and the combination of your advertisements with profile data from Data Management Platforms (DMP) to target individual user groups, we use the most modern bidding strategies to make your graphical advertisement as successful as keyword advertising.

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