



wywy secures \$7M investment for international expansion

- **Multi-Screen technology company wywy secures series B financing for international expansion**
- **Current investors inject \$7M to further grow Second Screen advertising technology and TV analytics business**

Munich, December 5, 2013 – Munich-based company wywy (www.wywy.com) has successfully secured a \$7 million series B round in fresh capital following its initial \$3.1 million series A round in 2012. With funds provided by current investors Cipio Partners and others, wywy is set to expand its Second Screen ad tech and TV analytics offerings to the European and US markets.

Since launch in 2012, wywy has been continually building on its automated content recognition (ACR) technology for TV to provide synchronized multi-screen advertising and tracking solutions. Based on its technology, it has built and successfully launched three offerings around the Second Screen:

1. **Synchronized Multi-Screen Advertising:** wywy synchronizes TV & online advertising by detecting a TV commercial the moment it is aired and then serving the corresponding online advertising in real-time to mobile & tablet users while they are watching the TV ad. Clients have included major brands such as Vodafone and HTC.
2. **Real-time TV Campaign Tracking:** wywy integrates its real-time TV data into existing analytics tools like Google Analytics to allow advertisers to measure the impact of every TV commercial on their website KPIs, thereby allowing them to continuously optimize their TV media plan.
3. **Social TV App Synchronization:** wywy has partnered with major TV broadcasters such as the Turkish Dogus group and the German RTL2 group to power the synchronization of their Second Screen apps to the current TV program.

“We currently cover 200 channels in five countries. Our customers have asked us for global availability of our services. To meet this demand, the new round will be used to expand together with our clients across Europe and the US” says Tobias Schmidt, Co-Founder & CEO of wywy.

Werner Dreesbach, Managing Partner at Cipio Partners, adds: “Today, using a Second Screen device in parallel to watching TV has become the norm. It is clear that TV advertisers require new approaches to ensure the effectiveness of their campaigns. wywy's huge success with media agencies and TV advertisers in Germany made the decision to internationalize easy.”

About wywy:

wywy (www.wywy.com) specializes in connecting TV & online through real-time TV data. wywy's technology synchronizes accompanying TV content and advertising 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 Cipio Partners:

Cipio Partners is a leading investment management and advisory firm in the Secondary Directs market. Cipio Partners manages an international portfolio of growth investments from offices in Luxembourg, Munich and San Jose, CA. The firm advises Cipio Partners Fund VI S.C.S., SICAR and other investment vehicles. Further information is available at www.cipiopartners.com.

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