



## Like.tv launches synced ads

Scandinavia's leading second screen service Like.tv is launching the first solution for synchronized advertising on the market. With the help of audio recognition technology, the service listens to the broadcast on server-side and match this with a companion message on the user's second screen in Like.tv. The first campaign is launched in Sweden after the summer with Unilever and their brand Milda.

- We have looked into the possibility to sync television advertising with a commercial message for a long time and we think that this will be a great opportunity for the advertisers. With this solution we have the possibility to combine the power of the television with the interactivity on the second screen. Within a few seconds and one click away, a viewer can be in the process to make a purchase or get more information, says Jacob Leander-Olsson, Head of Like.tv.

The latest figures show that 2 300 000 Swedes use a second screen every day and multitasking is even stronger among young viewers with 96% of those between the age of 15 and 24 using a second screen regularly. One of the most common activities on the second screen is to look up information or purchase products seen in TV ads and studies from the U.S. show that one out of five viewers engage in this.

- We are very proud to be among the first to be able to offer this solution on the market and to be able to do it with Unilever and their brand Milda here in Sweden. This technology will give great opportunities for advertisers and at the same time result in a better viewing experience with more relevant engagement between the first and second screen.

The first campaign starts in August on TV3, TV6 and TV8 in Sweden.

### More information

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Logo, screenshots and other material available on [www.mynewsdesk.com/se/pressroom/liketv](http://www.mynewsdesk.com/se/pressroom/liketv) (in Swedish)

### About Like.tv

Like.tv is a second screen platform that want to give the users a more enjoyable TV-experience with additional information, latest news, social chatter, polls and sport statistics. The service is available in Sweden, Denmark and Norway on iPad and responsive web app. The company is part of Modern Times Group and digital division MTGx.



Synced ad

