



Press release

Like.tv and wywy premiere synchronization of TV commercials onto the Second Screen

- **Leading Scandinavian Second Screen app 'Like.tv' premieres synchronized TV and mobile ads**
- **Commercials run in parallel on TV and the Second Screen thanks to wywy's synchronization technology**

Munich, August 13, 2013 – About 2.3 million Swedes use the Second Screen on a daily basis. In order to tap the full potential for advertisers Like.tv (www.Like.tv) has formed a partnership with the Second Screen experts from wywy (www.wywy.com).

Synchronized commercials available on Scandinavian market for the first time

For the first time it is possible to extend TV commercials on the viewers' tablets at the same time the TV commercial is being aired. With synchronized ads, advertisers can also grab the viewers' attention on the Second Screen, turning passive viewers into active new customers with just one click.

wywy detects, Like.tv delivers advertising to the Second Screen

Based on the real-time automatic recognition of TV commercials, wywy's technology allows television commercials to align with an online campaign. With every detection of a specific TV commercial wywy sends a trigger to Like.tv. The Like.tv app then shows the corresponding display banner in real-time on the Second Screen.

"The ambition of Like.tv is to offer users the best and most relevant TV companion experience possible. The ability to synchronise advertising between linear TV and the Like.tv platform enables us to do so in previously unprecedented ways. It also gives advertisers new and innovative options, which make it possible to extend the reach and efficiency of campaigns and to reach consumers in exciting and creative ways", says Rikard Steiber, EVP and Chief Digital Officer. Tobias Schmidt, co-founder and CEO of wywy, adds: "More than half of the TV viewers use a Second Screen device while watching TV, therefore it is essential to catch their attention on both mediums simultaneously. We're delighted to see that by implementing our sync technologies and services broadcasters are breaking new ground and launching the first integrated campaigns; transforming the Second Screen advertising vision into a business reality."



About Like.tv

Like.tv is a Second Screen platform which gives viewers 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 as a responsive web app. The company is part of Modern Times Group and digital division MTGx.

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.

Press contact Like.tv: Alireza Tajbakhsh | +46 73 699 24 88 | Alireza.Tajbakhsh@mtgx.se

Press contact wywy: Michaela Krause | +49.89.4161432.22 | press@wywy.com