



wywy appoints key hires to spearhead growth of pioneering TV syncing ad technology

Appointments will help accelerate growth of one of Europe's most promising ad-tech startups

London, UK, 19 November 2014 – wywy (www.wywy.com), the market leader in TV syncing advertising technology and real-time TV ad tracking, today announced the appointments of Will Miller, Account Director, and Max Truman, Account Manager. Both Miller and Truman will lead the company's UK plans for expansion by fostering new partnerships and strengthening existing relationships with brands looking to maximise their TV advertising strategy.

With offices in New York (USA), Munich (Germany), and now London (UK), these new roles will support wywy's European expansion. wywy bridges the gap between TV and online advertising, allowing brands to create a seamless brand story across multiple devices and channels. wywy's technology enables brands to recapture distracted consumers by syncing TV advertising campaigns with a second screen.

Miller has more than eight years' experience in digital strategy and media buying. He joins wywy following a successful career in digital marketing at advertising agency, OMD International, as Digital Account Manager and Digital Planner, and also held Buyer roles at OMD Australia, winner of the [Cannes Global Media Agency of the Year Award 2013](#).

Truman joins wywy from digital media brand, Arena, where he was Account Manager and helped to support existing media client relationships. He brings more than four years' marketing and programmatic media sales experience to the wywy team.

"We are excited to welcome Will and Max at this pivotal point in our company's expansion," commented Dr Andreas Schroeter, Co-founder, wywy. "With extensive backgrounds in digital media buying and marketing, they share our vision of creating a unified advertising brand experience, and we look forward to the added value and knowledge they will bring."

Will Miller, Account Director, wywy, commented: "Given the rapid success and growth wywy has enjoyed, it is an exciting time to join the team. wywy is shaping a new industry and it is great to be at the forefront of this process."

About wywy

wywy (www.wywy.com) offers synchronisation of TV and online advertising to reach viewers on their second screen devices and increase ad awareness.

wywy's proprietary automated content recognition (ACR) technology enables advertisers to simultaneously target TV advertising in real time and across multiple screens to maximise ROI and analyse the online impact of each campaign.

Advertisers can also utilise wywy's analytics tool to compare which TV creatives, networks and dayparts work best together, to optimise their media plan accordingly.

wywy supports 400 channels in seven countries and has offices in the US, UK, and Europe, with clients including Nissan, Hyundai, Visa, and Vodafone.

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