

LIKERS.TV SIGNS FIRST BROADCAST DEAL FOR ASIA AT MIPTV



Cannes, France; 3rd April 2012

Likers.tv, the first-of-its-kind, social media-based on-screen advertising platform, has been picked up by leading Mongolian broadcaster **Mongol TV**.

The country is a natural fit for the innovative technology, boasting an extremely high percentage of under 35s – more than 60% – as well as high social media usage statistics.

Likers.tv, which aims to establish substantial incremental revenue streams for both brands and broadcasters, will bridge the gap between TV and the 'second screen'. Comprising a live advertising ticker at the bottom of the TV screen – overlaid onto existing programming – the Likers.tv platform displays pictures and names of a brand's new social media fans in real-time to facilitate live public endorsement on TV. Viewers can also 'like' a specific programme or show contestant, creating new ways in which to engage in voting or competitions.

Mongol TV will receive a free license, conditional on royalties, and Likers.tv will manage the live fan feed, which also includes an in-built linguistic filter. The platform is compatible with both Facebook and Twitter.

The advertiser Louis Massicotte, President of MASS-Medias Capitale in Canada and creator of Likers.tv, says: "Mongol TV is the perfect partner for Likers.tv. More than 60% of the country's population is under 35 and are digital natives, which makes our social media-based platform the ideal way through which viewers can interact with TV shows and brands alike. Likers.tv taps into Mongolia's high social media use and we're very excited that Mongol TV will become one of the first beneficiaries of our interactive technology."

Likers.tv is being distributed by **Michel Rodrigue**, founding partner of **The Format People**, with over 25 years' experience of selling, buying and marketing formats around the globe.

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Page 1 of 2



A demonstration of Likers.tv is available on: <http://likers.tv/>

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Notes to Editors:

About Likers.tv

Likers.tv is a first-of-its-kind, social media-based on-screen advertising platform which aims to establish substantial incremental revenue streams for both brands and broadcasters.

The interactive technology will bridge the gap between TV and the 'second screen'. Comprising a live advertising ticker at the bottom of the TV screen – overlaid onto existing programming – the Likers.tv platform displays pictures and names of a brand's new social media fans in real-time to facilitate live public endorsement on TV. Viewers can also 'like' a specific programme or show contestant, creating new ways in which to engage in voting or competitions.

The aim of Likers.tv is to create a new business model for broadcasters by establishing a new source of advertising income, as well as exploit and expand a brand's commercial fanpage community and to drive both fan engagement and consumer awareness.

Technical development of the Likers.tv proposition is complete, and the patent is pending. TV networks will receive a free license, conditional on royalties, and Likers.tv will manage the live fan feed, which also includes an in-built linguistic filter. The platform is currently compatible with Facebook, with other social media channels, including Twitter, to be made available soon.