

Press release



€ 2.5 million fresh capital for social TV platform – wywy on its way to market leadership

- Second-screen service provider wywy enters the German social TV market with automatic detection technology
- Cipio Partners bring their existing holding Idioma Ltd to wywy and join new financing round

Munich, July 13, 2012 – Munich-based company wywy successfully secures € 2.5 million in fresh capital. With resources provided by Cipio Partners and other investors, wywy aims to establish itself as the market leader in social TV.

Concurrently, wywy acquires the majority of shares in Cipio's portfolio company Idioma Ltd, which specializes in broadcast TV monitoring and automatic detection technologies. This acquisition ensures that wywy can attain a high quality technology base in the company's development of social TV applications and other new technologies; positioning wywy as a leading innovator. Idioma's products utilise the audio track in order to detect which channel a viewer is watching in real-time. This paves the way for countless services and formats that will mold future TV viewing into an interactive experience. wywy's service is set to go live in Germany and other European countries with over 30 channels this summer.

“Based on intensive market research, I am convinced that wywy is perfectly positioned to become the leader in the growing market of interactive television with the help of the acquired technology”, states Munich-based entrepreneur Tobias Schmidt, investment partner at wywy. Schmidt has filled the role as an angel investor for several start-ups in the past.

Werner Dreesbach, Managing Partner at Cipio Partners, adds: “With fresh capital and the leading global technology from Idioma, wywy is perfectly positioned to play a significant role in the emerging market of social TV.”

Behavioural patterns in media usage have recently seen a strong shift towards second-screen applications. At present, 49% of TV viewers use a second-screen to engage with online communities while watching television. Referring to the possibilities of social TV, Dr. Andreas Schroeter, Managing Director and Co-Founder of wywy, states: “The way in which viewers watch television has seen little change in the last century. In the next few years TV viewing will undergo massive changes, particularly in the field of interactivity.” wywy's declared goal is to take an active and leading role in this development.

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. In the future, viewers will be able to obtain additional information with just a few taps on their smartphone or tablet, share information about broadcasts and instantly purchase products seen on TV.

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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 <http://www.cipiopartners.com>

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