



PROMETHEAN

IGNITING VIDEO COMMERCE

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Promethean TV rockets to success at dmexco and IBC2017

The company transforming video commerce will exhibit at two start-up events and the Akamai Media Innovation Showcase during European debut

(California, USA) 5 September, 2017 – Promethean TV has announced today that, as part of their global marketing rollout, the company will exhibit at Europe’s dmexco Start-up Village and the IBC2017 Startup Forum. The company has also been selected for the prestigious Akamai Media Innovation Showcase at IBC, and spotlighted as “one to watch” in OTT broadcasting solutions.

Visitors to the shows will be able to experience first-hand how the Promethean TV platform can transform video commerce for broadcasters. Promethean TV maximizes monetization opportunities through a direct call to action, an interactive overlay with a proven click-through rate of up to 56 per cent. During its European show debut, Promethean TV will demonstrate how any video can be personalized through these live, contextual, and clickable overlays.

“It was hugely exciting for us to be picked for not just one, but two consecutive start-up villages,” said Ian Sharpe, CEO Promethean TV. “It shows that solutions for driving revenue from video are being examined closely from all sides of the broadcast industry.”

“The timing couldn’t be more perfect. We’ll be joined at IBC by Thai telecommunications giant True. We’ve been working with them in Thailand and we’re overjoyed to host Reed Anderson, their Chief Technical Officer, on the stand with us at the show. He’ll be there to explain how Promethean TV helps True to boost viewer engagement through their Privilege system, as well as reviewing all the latest developments in the industry.”

The Promethean TV platform works by offering viewers more of what they want to see, through new video commerce functions such as augmented advertising. Someone watching sports, for example, could order pizza, buy merchandise, and get live updates on their fantasy league without ever leaving the video stream.

“Promethean’s expertise in this space is just what True needed to help deliver a great app and fantastic video experience in a short space of time,” Anderson said. “At the same time, with Click to Action Overlays, we will be providing True’s partners with a more meaningful and innovative way to interact with the huge volumes of content being watched across Thailand. It really is a first in tying audience and brand together.”

Promethean TV is one of a handful of companies that has been selected for the Akamai Media Innovation showcase, situated in the Akamai Booth, Hall 5, Stand B52 at IBC2017.

“We’re thrilled to have Promethean TV join us at the Akamai Media Innovation Showcase at IBC this year,” said Bill Wishon, Senior Architect, Akamai. “Their technology is an excellent example of the kind of

personalized, rich and engaging experiences that OTT can enable. Enhancing the viewing experience by incorporating metadata, social feeds and a dynamic interactive UX is a high value area that is going places traditional TV can't follow.”

The Promethean TV platform is player agnostic and can be used alongside any number of video players, from Youtube to Twitch. Incorporated earlier this year, the company recently reported over €1,500,000 turnover to date.

dmexco 2017 will take place 13th to 14th September, while IBC2017 will run 14th to 19th September.

For more information or to arrange a meeting with Promethean TV at either show, please contact:

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About Promethean TV

Incorporated in 2017, Promethean TV is a team of technology and business professionals with a passion for streaming media. The flagship solution, Promethean Click to Action Overlays, provide broadcasters and content creators with solutions to maximise returns on video content. Leading the way in personalized, augmented video commerce, Promethean TV delivers real sponsorship results by driving viewers to complete purchase of sponsor products and services during broadcast. The Promethean TV team has a long pedigree building online video platforms and players, with experience in diverse sectors such as eSports, telecommunications, and more. Promethean TV is headquartered in California, with partners worldwide. (<http://www.promethean.tv>)

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