

Frankly Launches Raycom Media's Mobile and OTT Apps

All RaycomTV Markets in 17 States Now on Frankly Mobile Apps Platform

SAN FRANCISCO, May 4, 2017 /CNW/ – **Frankly Inc. (TSX VENTURE: TLK) (Frankly)**, a leader in transforming local TV broadcast and media companies by enabling them to publish and monetize their digital content across multiple platforms, has officially launched Raycom Media's comprehensive mobile and Over-The-Top (OTT) applications. The rollout includes 78 Android and iOS apps to the Frankly Mobile Apps platform, which will reach communities across 17 states. In addition, Frankly has launched 10 Fire TV apps on the Amazon Store and has 10 Apple TV apps in progress, with plans for 58 more Apple TV and Fire TV apps to go live by the end of the second quarter of 2017. The mobile and OTT apps are expected to contribute to increased revenues for Q2 2017 and will bring the total number of mobile apps enabled on the Frankly platform to 216 on both Android and iOS, representing a 57% growth in the number of apps on the Frankly platform.

"The launch of Raycom's mobile and OTT apps represents a huge milestone for Frankly and is the culmination of an incredible collaboration between Raycom and our entire team," said Edison Cruz, VP and Product Manager of Mobile and OTT for Frankly. "A key part of our strategy is expanding our mobile apps and OTT business, which we believe will be a significant growth catalyst for the future. Providing additional services to one of the nation's largest broadcasters is a testament to the quality of Frankly's platform and validates our continued efforts to increase our offerings within our existing customer base, which was a major tenant of our thesis in acquiring WorldNow in 2015," Cruz continued.

Frankly's app platform is a seamlessly integrated offering within its Content Management System (CMS) and is highlighted by its innovative App Management System, which will allow each Raycom station to manage the configurations of all their mobile apps with updates through a backend service. This functionality augments the customer's ability to iterate on content strategy and make improvements to their app experience without having to publish new builds to the Apple App Store and Google Play Store.

"After evaluating many options in the market, we selected the Frankly mobile and OTT platform because we believe it is a market leader in user experience and technology," said Clay McNeill, Director of Digital Media Operations and Product for Raycom Media. "Frankly's mobile and OTT apps will enable Raycom to further its mission of providing compelling content for our local communities and enable rich storytelling using the latest platforms to engage our audience across more than 40 markets throughout the United States."

About Raycom

Raycom Media, an employee-owned company, is one of the nation's largest privately owned broadcasters and owns and/or provides services for 63 television stations and 2 radio stations in 42 markets located in 20 states. Raycom Media owns or provides services for stations covering over 14% of U.S. television households and employs over 4,600 individuals in full and part-time positions. In addition to television stations, Raycom Media owns PureCars (digital ad platform for automotive), Raycom Sports (a marketing, production and events management and distribution company), Tupelo Raycom (a sports and entertainment production company) RTM Productions (a Franklin, TN-based automotive programming production and marketing solutions company) and Broadview Media (a post-production/digital signage company based in Montgomery, AL). Raycom Media is also responsible for the design and hosting of Alabama's Robert Trent Jones Golf Trail website. Raycom Media is headquartered in Montgomery, Alabama.

About Frankly

Frankly (TSX VENTURE: TLK) builds an integrated software platform for media companies to create, distribute, analyze and monetize their content across all of their digital properties on web, mobile and TV. Its customers include NBC, ABC, CBS and FOX affiliates, as well as other leading media organizations. Collectively, Frankly reaches nearly 60 million monthly users in the United States. The company is headquartered in San Francisco with major offices in New York. To learn more, visit www.franklyinc.com.

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