

# Frankly Partners with Leading Audience Engagement Platform

SAN FRANCISCO, Dec. 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 formed a strategic partnership with Vuukle, a media technology platform provider with a proprietary Audience Engagement System. Vuukle joins the growing list of Frankly partners, including Vendasta, Centro and most recently, IRIS.TV.

Vuukle provides multiple widgets for rapidly increasing end user engagement. The company's technology will enable Frankly customers to retain audience referred from social media and to regain control of their engagement and first-party data. With its proprietary content recommendation technology, Vuukle has been proven to consistently increase average user session time by more than 24% across its customer base, making it a vital strategic tool for all kinds of digital publishers on the Frankly platform. Through this partnership, Frankly will be able to deploy Vuukle's suite of solutions on its own proprietary platform for both desktop and mobile sites to increase customer pageviews and grow advertising revenue.

"Forming strategic channel partnerships with companies like Vuukle has been one of Frankly's focal points as a strategic growth catalyst, which is why we're very excited about the possibilities this relationship creates," said company CEO Steve Chung. "Both Frankly and our valued customers will now be provided additional monetization opportunities through enhanced audience engagement, which is the backbone for any successful media company. We remain dedicated to helping our news and media customers build their digital revenue streams by offering compelling content and new and innovative ways."

Ravi Mittal, founder and CEO of Vuukle, added: "Vuukle and Frankly share a strong technology focus and synergies in digital publishing. We look forward to joining forces and spurring growth for our publisher clients."

## 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. The company is headquartered in San Francisco with major offices in New York. To learn more, visit [www.franklyinc.com](http://www.franklyinc.com).

*Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.*

## About Vuukle

Vuukle powers audience engagement and analytics at some of the largest online publishers. Vuukle provides its audience engagement platform to a large portfolio of international publishers including Deccan Chronicle, Khaleej Times, News18 and local television stations in the U.S., including stations owned by Hubbard Broadcasting, Heartland Media and Waterman Broadcasting. To learn more, visit [www.vuukle.com](http://www.vuukle.com).

## Notice Regarding Forward-Looking Statements

*This release includes forward-looking statements regarding Frankly and its business. Forward-looking information is generally identifiable by use of the words "believes," "may," "plans," "will," "anticipates," "intends," "could", "estimates", "expects", "forecasts", "projects" and similar expressions, and the negative of such expressions. Forward-looking statements in this release include, without limitation, statements relating to the ability of Frankly to help businesses monetize content. Forward-looking events and circumstances discussed in this release may not occur in any expected timeframes or at all. The actual results of circumstances could differ materially from any forward-looking statement as a result of known and unknown risk factors and uncertainties affecting the company.*

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