

smartclip signs agreement with the premier destination for games on CTV

Specialist for Online Video Advertising is first to market video ads across PlayJam's Connected TV Games Network in Europe

London, 20 June 2012: smartclip, the multi-screen video and brand advertising platform, has signed a deal with PlayJam, the world's leading TV games platform. The partnership will see smartclip work with PlayJam as their preferred advertising partner in key Western European territories, to sell video ads across its Connected TV games network.

The PlayJam Games Platform provides developers with a range of in-game social and monetization features developed for Smart TV via a free-to-download SDK. Games running on the platform can then be distributed globally to millions of households via the PlayJam Network spanning all major brands of Smart TV devices including Samsung, LG, Panasonic and Sony. The company has content agreements in place with some of the world's leading casual games companies including Slingo, Youda Games, Relentless, Arkadium, PlayRix and Miniclip.

By leveraging extensive relationships with media agencies and advertisers in the digital and broadcast community, smartclip can now add an additional level of monetization within PlayJam's Global Connected TV Games Network.

Shirlene Chandrapal, Vice President Connected TV at smartclip comments: "The Smart TV gaming market is just getting started, but 2012 is likely to be a dynamic year. We are delighted to work with PlayJam and we believe that the addition of fun and social PlayJam games are going to be a big hit for clients to enhance their online campaigns."

Stuart Walsh, COO at Playjam continues, "We are convinced gaming will be a significant driver of consumer engagement on Connected TV. Our players spend an average of 23 minutes per session playing games on TV, a natural advertising platform. Our partnership with smartclip will strengthen our ability to deliver high quality and highly targeted in-stream video ads to a valuable and fast growing audience."

Constant evaluation and adaptation to the changing consumer demand will be key to delivering the best Connected TV experience. Games are already established as a key content driver within this sector, accounting for the largest share of all app downloads to date. smartclip and PlayJam are working closely together to bringing this new business to the advertising industry.

About smartclip

smartclip (www.smartclip.com) is a global multi-screen and brand advertising platform specializing in video ad formats across all Internet-connected devices including, smartphones, tablet PCs, gaming consoles, set-top boxes and connected TVs, in addition to the classic PC. The company helps advertisers and media agencies to reach targeted consumers. Publishers benefit from proprietary and innovative technology solutions for the monetization of their video content. smartclip is headquartered in Hamburg, Germany with major operations in Europe, Australia, the U.S. and Latin America, pushing the frontier of digital video advertising. The company is a wholly owned subsidiary of Adconion Media Group, which has 24 offices serving 20 countries around the world.

Twitter: @smartclipAG

About PlayJam

PlayJam is the premier global platform for casual and social games on TV. By partnering with all major TV brands, we've created the largest and most vibrant games network for millions of players around the world

The **PlayJam Platform** provides developers with a fast way to enhance and monetize games on smart TV. A free to download SDK provides access to global in-app billing, advertising, rewards programs, tournaments, leader-boards, messaging, recommendation engines, full analytics and integration with Social Networks.

The **PlayJam Network** is a global games publishing platform for Smart TV games. Integrated with all leading Smart TV brands (Samsung, LG, Panasonic, Sony, etc.), PlayJam has negotiated prominent placement in Smart TVs App stores generating increased consumer traffic and exposure to the developers' games. In addition PlayJam can offer to promote developers' games in their own branded section of the PlayJam Network. PlayJam has offices in San Francisco, London, Seoul and Kraków. Visit www.playjam.com for more info.

#