

Frankly Launches Audience Extension Solution with Data-as-a-Service for Local Media Companies

Centro Powers Programmatic Advertising on Frankly's Self-Serve Ad-Buying Platform; Television, Newsprint and Radio Companies Can Fulfill All Local Advertising Needs for Clients

SAN FRANCISCO, July 24, 2017 (GLOBE NEWSWIRE) -- Frankly Inc. (TSX-V:TLK) (www.franklyinc.com), a leader in digital content distribution and ad monetization technology for local TV broadcast and media companies, today announced the launch of a data-driven audience targeting solution for local sales organizations. A trusted partner for over 200 local media websites, Frankly empowers local sellers to operate a one-stop-shop for marketers in order to compete for more ad budget. Television, newsprint and radio publishers receive capabilities to quickly scale campaigns, target audience segments precisely, and reach them through multiple ad units on any sites and apps on any device. Frankly selected Centro (www.centro.net), a digital media platform provider, as the programmatic advertising technology that powers its solution.

Local sales organizations need to diversify revenue as more ad dollars go online. For their local digital ad budgets, marketers prioritize vendors who can reach the majority of local audiences. Local sellers can't compete for larger share of ad spend if they are limited in where they can reach audiences. Publishers can secure more of their clients' media buys if they can provide a more complete solution, reaching targeted audiences onsite as well as extending their audience reach across the web and across devices. To enable this capability, Frankly is providing a robust programmatic ad-buying platform that's adaptable to customer needs, goals and expertise.

"We've relied on both Frankly and Centro to collaborate on complete solutions that enable our sales team to take market share and augment revenue opportunities," said Lisa Bishop, Heartland Media's chief digital officer. "Adding a data-driven audience extension program to our repertoire of ad products differentiates our organization and showcases our capabilities in multi-media audience reach on traditional and digital channels."

Frankly provides a complete audience solution so that local media companies never have to turn away RFPs and ad budgets. The solution includes:

- End-to-end self-serve platform for media operations teams to plan, activate and optimize campaigns both onsite and via programmatic advertising, which runs on Basis, Centro's demand-side platform (DSP).
- Data-as-a-Service, providing fully curated audience segments that align with the targeting that is common for local TV ad buys.
- Managed service option with Frankly's team complementing a local media company's ad sales and operations teams. Frankly experts plan, set-up, execute, optimize and report on campaigns.

"Frankly has longstanding relationships with local media companies and we understand the need to transform their sellers into powerful data-driven players in the emerging digital landscape," said William Ammerman, global head of advertising, Frankly. "Together with Centro, we're harnessing the power of data in programmatic advertising to bolster our customers' advertising capabilities and command in their respective local markets. This partnership should yield revenue increases for Frankly and enable us to continue to grow share of wallet with our customers."

Centro's Basis provides programmatic advertising features that include:

- Audience reach on every media channel, ad format and device type
- Mobile retargeting and comprehensive hyperlocal targeting capabilities
- HTML5 support to ensure ads properly load on any site
- Intuitive and easy-to-use interface for various skill levels in programmatic ad-buying
- Brand-safety standards and fraud-detection proactively maintained by Centro
- 1,500+ private marketplace deals
- Real-time dashboard for complete control - instantaneous visibility of campaign status

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About Centro

Centro (www.centro.net) is a provider of enterprise-class software for digital advertising organizations. Its technology platform centralizes, organizes and automates all digital media campaigns across all channels, accessing both guaranteed and biddable inventory, to achieve any objective. Our holistic approach gives marketers a single system of record to fulfill their research, planning, buying, optimization, reporting and reconciliation needs. Headquartered in Chicago with 32 offices in North America, Centro has received numerous accolades for its commitment to employees and workplace culture.

About Frankly

Frankly (TSX-V: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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