

Frankly Partners with IRIS.TV to Launch Frankly Artificial Intelligence (AI) Initiative

SAN FRANCISCO, Nov. 9, 2017 /PRNewswire/ -- **Frankly Inc. (TSX VENTURE: TLK) (Frankly)**, the leader in transforming local TV broadcast and media companies by enabling them to publish and monetize their digital content across multiple platforms, has launched the Frankly Artificial Intelligence (AI) Initiative.

Frankly's AI Initiative aims to leverage cutting-edge AI and machine learning technologies to help media companies increase audience engagement, enhance content relevancy and deepen operational insights. The AI Initiative will include both in-house development and external partnerships to bring a suite of innovative products and services to Frankly's expanding customer base.

"With over 200 media properties on our platform, Frankly is uniquely positioned to enable our customers to enter the next generation in media publishing and monetization by unlocking the power of artificial intelligence and machine learning," said Frankly Founder and CEO Steve Chung. "As traditional media gives way to new digital experiences for consumers, AI has the power to transform how media is created, consumed, distributed and monetized, and our goal is to be at the epicenter of that transformation through our new AI Initiative."

With IRIS.TV, a leading video personalization and programming platform, Frankly AI enables intelligent video playback for consumers globally. "We selected IRIS.TV as the perfect partner to commence our AI Initiative that leverages machine learning to program the right digital video content to the right viewer in real-time with IRIS.TV's market-leading Adaptive Stream™ technology," said Todd Randak, head of product for Frankly.

Field Garthwaite, CEO and co-founder of IRIS.TV, added, "There's a sea change happening that's affecting how media is distributed, consumed and monetized. Frankly is part of an important shift in how media platform providers innovate and customize audience experiences. Through our partnership, Frankly is able to leverage the power of AI and machine learning to serve up content that is highly relevant, engages audiences and offers up new revenue opportunities for media companies."

Frankly currently processes more than 72,000 minutes of digital video per day for its media customers, and reaches over 60 million monthly active users across its full suite of products. For questions on how you can leverage the Frankly Video AI product, please email partners@franklyinc.com.

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.

About IRIS.TV

IRIS.TV is a cloud-based personalized video programming system that allows publishers and content owners to generate more video views and engage users across all devices. The company's product suite is designed to increase video consumption and simplify operations for web, mobile, and OTT video distribution. The software integrates with existing video players using artificial intelligence and adaptive machine learning to automate streaming of personalized content based on audience preferences, user interaction, and behavioral segmentation. IRIS.TV has hundreds of customers across the world that rely on the company's video programming platform to keep their audiences watching. Based in Los Angeles, IRIS TV's investors include Sierra Wasatch, BDMI, Progress Ventures and individual backers including Machinima founder Allen DeBevoise, Lions Gate CFO James Barge as well as senior executives with Nielsen and AEG.

View original content: <http://www.prnewswire.com/news-releases/frankly-partners-with-iristv-to-launch-frankly-artificial-intelligence-ai-initiative-300552738.html>

SOURCE Frankly Inc.