

**SNK: NZX MARKET UPDATE**

10 June 2015

**Snakk syncing TV and mobile ads in NZ**

*Snakk's multi-screening ad tech matches mobile ads with TV commercials in real-time*

AUCKLAND, New Zealand, 10 June 2015 - New Zealand marketers can now benefit from Snakk's (NZAX: SNK) innovative TV Sync technology to dynamically match mobile ads with TV commercials in real-time, with its arrival in New Zealand.

TV Sync detects a brand advertiser's TV commercial as it is broadcast in real-time, and then immediately delivers highly-targeted mobile ad campaigns into mobile apps & social media newsfeeds.

Snakk launched the technology in Australia last November with media agency Vizeum and Peugeot using it to promote a new car. When the car manufacturer's TV commercials were aired, a series of Peugeot ads ran in high-profile social media newsfeeds for specifically targeted mobile audiences. (See video case study here: <https://www.youtube.com/watch?v=cKJjE-VoLSQ>)

"Brands who have used our TV Sync product in Australia have noticed a strong uplift in activity across their websites and other digital properties during the ad breaks, triggered by their mobile and TV ads coinciding," says Snakk Group CEO Mark Ryan.

He says demand for TV Sync has been strong since it was introduced to Australian agencies last year, and the company is pleased to be able to extend the product to New Zealand brands: "Multi-screen advertising provides a fantastic opportunity to yield a greater return on overall ad spend. It gives television advertisers the opportunity to reconnect with mobile audiences who are often focusing on their second screen during commercial breaks.

"We can also accurately re-target those same mobile audiences in different locations and at different times, providing genuinely relevant follow-up messaging. When we combine this type of advanced advertising technology with our award-winning creative capability, there are some amazing results being delivered for brand advertisers."

With more than half of New Zealanders looking at mobile screens while watching television, and with 1.5 million New Zealanders accessing social media every day via mobile apps<sup>1</sup>, Snakk's TV Sync allows advertisers to capitalise on these cross-screen behaviours.

The company expects to launch its first TV Sync campaign in New Zealand in the next quarter. New Zealand Country Manager Niko Toluono, who joined Snakk mid-March from Fairfax, has had strong interest from local brands around TV Sync with a number of exciting campaigns in the pipeline.

In Australia, Snakk has delivered a number of successful campaigns with major brands including Peugeot, NAB, Nestle/Uncle Tobys, TAB, Holden and Citibank.

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<sup>1</sup> Key trends about Kiwis on Facebook: Mobile, video and dual screening: [https://www.facebook.com/business/news/key-trends-about-kiwis-on-facebook?\\_\\_mref=message\\_bubble](https://www.facebook.com/business/news/key-trends-about-kiwis-on-facebook?__mref=message_bubble)

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**About Snakk Media Ltd**

NZAX-listed Snakk Media helps brands find and reach consumers using apps, games and social media on their smartphones, tablets and other smart screens. The company generates revenue every time it successfully targets and delivers an ad across its networks of mobile websites, apps and games. The ads are targeted to ensure the right audiences see them at the right time and place.

Snakk is one of the first public companies in the world that has met the rigorous social and environmental performance standards required to become a certified B Corporation.