

Griffin Communications, Oklahoma's Leading Local Broadcast Group, Launches on Frankly Media's Next-Generation Platform

NEW YORK, Feb. 21, 2019 /PRNewswire/ --[Frankly Media](#) (TSX VENTURE: TLK) (Frankly), a leader in transforming media companies by enabling them to publish and monetize their digital content across all platforms, has launched Griffin Communications' television and radio sites on its next-generation multiscreen platform.

Frankly's new multiscreen platform gives broadcasters such as Griffin access to a full suite of digital tools and services empowering them to deliver the highest quality live and on-demand video, editorial content, and advertising to any platform and IP connected device. The next-generation platform has many new features including drag and drop functionality that gives publishers the ability to simply and quickly build responsive sites using flexible, scalable modules. Frankly's content management system (CMS) also provides a unified integration of live and on-demand broadcast streams with digital publishing technology, creating a streamlined workflow so that publishers can easily clip, edit and publish live and on-demand streams and distribute media to any device, channel or site.

"Our partnership with Frankly spans nearly a decade," said Richard Cox, Director of Digital Operations at Griffin Communications, "and its new platform offers the flexibility and extensibility that enables our development, design, and advertising teams to deliver the experience our audience and advertisers expect. The powerful tools and features of Frankly's next-gen platform make it easy to distribute high-quality content on any device."

Lou Schwartz, CEO of Frankly, commented: "As traditional CMS platforms become outdated and less effective, Frankly has made significant investments in its own platform to extend a flexible UX architecture, smarter story creation tools, improved content analytics, APIs, and cross-channel delivery. In doing so, Frankly has successfully partnered with leading-edge broadcasters like Griffin as they embark upon their experience-led digital transformation."

About Frankly

Frankly Media is the leading multiscreen digital media platform. Frankly Media's complete suite of solutions gives publishers a unified workflow in the creation, management, publishing and monetization of all content to any device maximizing audience value and revenue potential. The Frankly Media Next Generation Platform was created to bring publishers and their audiences the solutions to meet the dynamic challenges of a diverse content multiscreen world. The company is headquartered in New York with offices in Atlanta.

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