

Frankly Media Enters into Long Term Contract Extensions with Two Market-Leading Local Broadcast Customers

NEW YORK, March 6, 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 entered into long-term extensions of its publishing platform and services agreements with Lilly Broadcasting and Waterman Broadcasting. Frankly's next generation multiscreen platform, Express, enables broadcasters to deliver the highest quality live and on-demand video, content, and monetization to any platform and IP connected device.

Frankly's Express 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), Express Producer, provides a unified integration of live and on-demand broadcast streams with digital cloud-publishing technology, creating a streamlined workflow so that publishers can easily clip, edit and publish video and distribute media to any device, channel or site. In partnering with Frankly, customers gain access to Frankly's leading-edge advertising platform to holistically manage ad and revenue operations for cross-channel ad inventory (Display, Mobile, Video and IPTV) and demand. Frankly's real-time, robust reporting and analytics provides transparency for yield management to continually optimize advertising ROI.

"We have been a customer of Frankly for over a decade," said Matthew Bernaldo, Digital Media Director at Waterman Broadcasting, "and over this period Frankly's toolset has allowed us to adapt to and thrive in the ever-changing digital landscape and reach our audiences on new devices and platforms as their consumption habits evolve. The enhancements Frankly has made to its product suite will allow us to continue expanding our online focus and reach."

"Frankly's tools enable us to publish content across all digital platforms – web, video, mobile apps, and OTT apps – efficiently. We now have a fresh face on our responsive web sites and mobile apps, and are finalizing OTT apps in all of our markets, and consumers are responding. Frankly's Customer Success team continues to over deliver, and they provide the monetization tools and support that we need to grow digital revenue," said John Christianson, Executive Vice President at Lilly Broadcasting.

Lou Schwartz, CEO of Frankly, commented: "I am pleased to hear these stellar remarks from our most loyal customers. For the past few years, our team has worked tirelessly to execute on our long-term product plan, which we developed shortly after the acquisition of Worldnow. By transforming the way broadcasters create stories, develop richer content experiences, and seamlessly manage live and VOD content distribution to web, native mobile, and a variety of downstream OTT devices, we have successfully completed the re-architecture of our platform to meet the needs of modern-day broadcasters, media companies, and publishers. Accordingly, by the end of the second quarter of this fiscal year, we will have all of our customers leveraging our latest platform enhancements. More importantly, our significant investment in R&D is now leading to untapped opportunities in other adjacent markets which will drive top-line revenue growth. Frankly has enabled its customers to be leaders in experience-led digital transformation. We are proud to be continuing our partnerships with Waterman Broadcasting and Lilly Broadcasting."

About Frankly

Frankly Media provides a complete suite of solutions that give publishers a unified workflow in the creation, management, publishing and monetization of all content to any device maximizing audience value and revenue. Frankly brings 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.

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

SOURCE Frankly Media