



## **Synacor Signs Deal With Mediacom to Provide TV Everywhere Services for Cable Subscribers**

**BUFFALO, NY – June 15, 2011** – Synacor, a market leader for powering personalized homepages and online entertainment services for high-speed Internet subscribers, today announced it will enable Mediacom, the nation's eighth largest cable television company, to offer TV Everywhere services for their subscribers. When the services launch later this year, authenticated and entitled Mediacom subscribers will access TV Everywhere content from the Mediacom portal at [www.mediacomtoday.com](http://www.mediacomtoday.com) or from enabled programmer websites.

"Synacor's approach and expertise in the entitlement space are a perfect fit for us," said Dan Templin, Senior Vice President, Mediacom. "It is Mediacom branded, contains a great video search and discovery experience, and allows us to engage flexibly with our programmer partners. We're excited to bring TV Everywhere to our customers."

"Our approach to TV Everywhere will enable Mediacom to deliver a great consumer experience and I am confident it will engage and entertain Mediacom subscribers," said Ron Frankel, President & CEO of Synacor, Inc." It again demonstrates our leadership in the growth of TV Everywhere and the authentication and mediation it requires."

The Synacor approach to TV Everywhere anticipates multiple video sources from a variety of programmers feeding a single, seamless and intuitive user experience. This approach gives programmers and affiliates great flexibility in delivery of content, enabling them to work with their choice of video hosting partners without disrupting a great consumer experience.

Importantly, the user experience is seamless yet supports various video distribution formats including: encoded assets, embedded video players, chromeless video players, and content retrieved from deep links into programmer websites. In addition, the system contains a rich search and discovery experience derived from multiple data sources and a broad metadata library producing relevant results, promotional opportunities, and relevant recommendations.