



## Synacor Selects Grab Networks to Expand TV Everywhere Video Library

### Deal Taps Grab Networks' Large Scale Content Catalog to Deliver Video to Tablets

**DULLES, VA & BUFFALO, NY – September 6, 2011** – Synacor, the market leader powering next-gen portals and TV Everywhere solutions, has partnered with Grab Networks, the Web's premier content network for delivering and monetizing streaming media, to expand their video library and monetize user experiences.

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"Nielsen recently reported that heavy streamers of online content spend nearly twenty minutes a day viewing video and on mobile devices, they're reporting a 41% increase in 2010 and more than 100% increase since 2009," said Ron Frankel, CEO of Synacor. "Partnering with Grab Networks enhances our already robust portal offering for Synacor clients and provides their customers with a more complete online experience that includes TV Everywhere services, news, sports and other value added services like technical support from Geek Squad."

Grab Networks' video platform offers Synacor a single integration point to ingest more than 500,000 unique video assets across 220 providers accounting for more than 1.5 million minutes of new content. Much of that content is fueled by the web's most desirable programming such as Food and Drink, Home and Family, Travel, Health and Relationships.

"Our content partnership with Synacor echoes our core value proposition," said Alvin Bowles, CEO of Grab Networks. "Grab Networks' ability to provide publishers with top quality video content under an aggressive monetization strategy is at the heart of our business model, and we're thrilled to find such a strong partner in Synacor."

Furthering Synacor's commitment to delivering world-class TV Everywhere solutions, Grab Networks content is compatible with modern mobile media devices such as Apple's iPad on iOS and Motorola's XOOM tablet on Android. The partnership's content offering is currently live and feeding several million monthly video streams after Grab Networks automated programming delivery. Grab Networks' content library is now available to Synacor's client base that includes over 40 top media delivery companies.

#### Grab Networks

Grab Networks is the Web's premier video syndication network, offering content providers a comprehensive solution to host, distribute and monetize streaming media. As an ad-supported, video-only global network with a monthly unique audience of more than 15 million viewers, Grab Networks sources short-form video content from leading media companies and distributes programming to engage consumers and create new revenue streams.

For additional information, visit [www.GrabNetworks.com](http://www.GrabNetworks.com).