



Cable ONE Completes Agreement with Synacor to Offer TV Everywhere Services to Customers

Synacor Cable **ONE** Announcement Reflects Momentum in Synacor's TV Everywhere for Everyone (TVEE) Campaign to Accelerate TV Everywhere Deployment across the U.S.

BUFFALO, NY and PHOENIX, AZ --(PRWeb -March 8, 2012) -- Synacor (NASDAQ: SYNC), announced today it has reached an agreement with Cable **ONE**, a leading provider of basic cable, digital cable, high-speed Internet and phone services, to offer a new consumer-facing website and TV Everywhere services to Cable **ONE's** subscribers.

Synacor will power Cable **ONE's** new consumer-facing website, giving subscribers access to content, services and news from a central, customizable hub. With Synacor, Cable **ONE** subscribers will be able to access their social networks, email, news from outlets like CNN, and tens of thousands of video assets whenever they want.

"We're pleased to have Synacor onboard to expand our online presence, and provide key content and services to our subscribers," said Jerry McKenna, SVP, Chief Sales and Marketing Officer, Cable **ONE**. "With Synacor's solutions, Cable **ONE** subscribers can access the latest TV Everywhere shows, movies, sports and news right from their homepage."

"Consumers want their TV Everywhere, and the demand is escalating daily. Parks Associates recently [reported](#) one-third of all broadband households would switch to a provider offering free TV Everywhere," said Ron Frankel, Synacor CEO. "Cable **ONE's** selection of Synacor ensures their subscribers will get the services they demand. With Synacor, customer satisfaction increases, while simultaneously, ARPU increases. Synacor is delighted to be working with Cable **ONE** on their consumer-facing website and TV Everywhere deployment."

Synacor's white-label TV Everywhere solution includes video aggregation, mediation, and single sign-on authentication, as well as back-office integrations with cable operators' rights, I.D., and billing systems. Synacor's exhaustive metadata allows consumers quick and seamless access to content that's most relevant to them, ensuring an easy and enjoyable search and discovery experience.

"By leveraging Synacor's online content and services authentication platform, Cable **ONE** is able to not just satisfy, but delight our subscribers," said Steve Fox, CTO of Cable **ONE**. "We are able to easily integrate Synacor's solutions with our existing infrastructure, which will allow us to deploy TV Everywhere quickly and easily."

For more information on Synacor's TV Everywhere services including "TV Everywhere for Everyone," please visit synacor.com or email tvee@synacor.com.

About Synacor

Synacor's customer-branded platform enables cable, satellite, telecom and consumer electronics companies to deliver TV Everywhere, digital entertainment, services and apps to their end-consumers, strengthening those relationships while monetizing the engagement. Synacor is headquartered in Buffalo, NY. For more information, visit synacor.com. Integrate. Authenticate. Engage.

About Cable **ONE**

Headquartered in Phoenix, Arizona and owned by The Washington Post Company, Cable **ONE** provides basic cable, high-speed Internet and phone service. Cable **ONE** operates 52 locations and serves 690,000 households in the United States.