

## **European mobile app developers can now take advantage of Axwave's television recognition technology**

**Barcelona, Spain – February 26, 2015** – Axwave, the leading mobile app content recognition experts, announces support for European television. This new release will allow app developers to understand what European mobile users are currently watching by recognizing live TV, TV ads, and DVR, as well as over-the-top (“OTT”) content. Initially, Axwave will cover over 90% of the TV that is consumed in the UK, Germany, France, Spain, and Italy. This will soon expand to other countries and increased TV channel coverage.

Axwave's highly advanced automatic content recognition (ACR) encrypts and compresses the audio then sends a very small “fingerprint” of data to the servers to decipher, which is several orders of magnitude more efficient than other solutions. The world-class ACR algorithms are currently optimized to be able to recognize over 200 TV channels, 55,000 TV ads, and the most OTT content in the United States.

“We have quickly established ourselves as the leader in the U.S.,” said Damian Scavo, Axwave CEO. “In early 2015, we look forward to repeating this success in Europe.”

Leading mobile app developers, who have chosen Axwave as their preferred partner, are excited by the expanded coverage in Europe, which provides them with many opportunities to boost their product coverage.

“Our app allows friends in different locations to watch sports or entertainment events while Axwave's technology enables us to understand a TV commercial break and then show ads on our users' mobile devices,” explained TOK.tv CEO Fabrizio Capobianco. “Being able to make inroads into the European market is huge for us.”

Along with ever-increasing reach into new markets, partners truly appreciate Axwave's incredibly consistent and efficient technology. The highly-optimized fingerprinting technology allows apps to go into background discovery mode without any degradation in a mobile device's battery life.

### **About Axwave**

Axwave, the Palo Alto, CA-based company delivers a free and easy-to-integrate software development kit (SDK) which allows app developers to efficiently recognize live TV, TV ads, DVR, OnDemand Video (including Netflix), music and other audio files. This real-time data on user's live and past media consumption habits allows app developers and marketers to provide better user experiences as well as understand who has viewed TV content.

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