

## ★ FEATURES ★

TV Ad Recognition

Live TV Recognition

Video Ads

Second Screen Sync

CAPABLE OF RECOGNIZING OVER 55,000 TELEVISION COMMERCIALS, **AXWAVE'S WORLD-CLASS ACR ALGORITHMS** KEEP TOK.TV MOBILE USERS IN SYNC WITH TV CONTENT



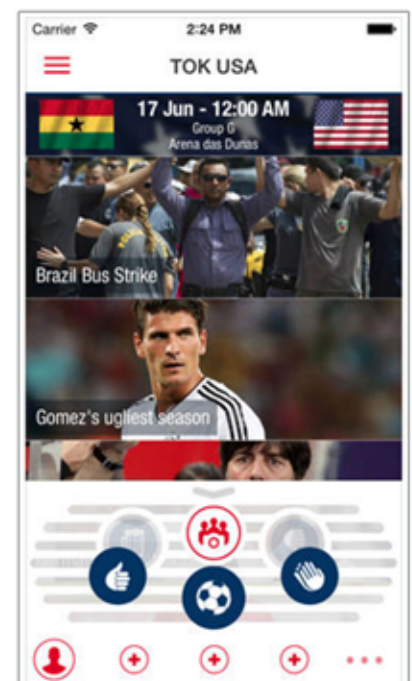
### THE TOK.TV STORY: A VOICE SOCIAL PLATFORM

Through their unique app, TOK.tv allows friends to share in the excitement of a soccer match or a major entertainment event like the Academy Awards as it's happening live on television. Up to 4 people are able to speak to each other, create laugh-inducing sound effects, and take social selfies all via their phone or PC. Enhancing the experience is the ability to view an array of statistics and content on their device that doesn't appear on their TV.



### THE CHALLENGE: BRINGING ADVERTISERS TO THE PARTY

While the notion of getting sports fans and movie lovers to connect with their buddies during a live broadcast is appealing, TOK.tv knew the main attraction was attracting the attention of advertisers. The challenge they faced is how to convince the product sellers that the TOK.tv app users were, indeed, watching the commercials in between goals and Best Picture nominations. To meet that challenge, they would need a reliable automatic content recognition (ACR) solution.



## THE SOLUTION: AXWAVE NEXT GENERATION MOBILE ACR

TOK.tv turned to Axwave, the mobile app media-enabling technology experts. The Palo Alto, CA-based company delivers an easy-to-integrate software development kit (SDK) with extremely efficient functionality. Their highly advanced ACR encrypts, compresses, and sends 1KB of "fingerprint" data to the servers to decipher – that's 100 times less data than other solutions. The key ingredient for TOK.tv was Axwave's world-class ACR algorithms optimized for TV ads. They're able to recognize thousands of television commercials, which will then show up as ads on a TOK.tv users' device. Whether the ad is clicked on or not, advertisers will know their product has been seen.

*"The Axwave technology has allowed us to focus on our unique social layer which changes the way fans watch their team play on TV, from Italy to the U.S. to South America and Indonesia."*

Fabrizio Capobianco, Tok.tv

## THE RESULT: A GLOBAL FAN FEST

Currently rolling out their app to a select number of partners, such as Juventus FC, TOK.tv is very excited about the prospect of bringing together millions of fans from around the globe. Equally enticing is the monetization opportunity that will be shared with those partners who will no doubt also become huge fans of TOK.tv.



**AXWAVE BACKGROUNDER:** THE AXWAVE SDK ALLOWS APP DEVELOPERS TO EFFICIENTLY RECOGNIZE LIVE TV, TV ADS, ONDEMAND VIDEO (NETFLIX), MUSIC AND OTHER AUDIO FILES SO THAT USERS GET AN EXCITING ENHANCED MEDIA EXPERIENCE.

**IF YOU WOULD LIKE TO USE THE TECHNOLOGY THEN PLEASE CONTACT: [INFO@AXWAVE.COM](mailto:INFO@AXWAVE.COM)**