



PRESS RELEASE

EXPWAY FastCollection™ Audience Measurement Technology Selected for Washington, D.C. Consumer Showcase of Mobile Digital Television

Washington, D.C. - April 12, 2010 - With the start of a Consumer Showcase of Mobile Digital TV in early May, EXPWAY's FastCollection™ service will help broadcasters pinpoint exactly how and what the viewers do with their specially-modified Samsung Moment Mobile DTV devices. EXPWAY's technology can track what channels are being watched and for how long, what advertising viewers see, and if viewers click banners or participate in on-device polling. FastCollection™ can help determine the usefulness of the Electronic Service Guide, as well.

Samsung is the first manufacturer to support data collection for the U.S. Mobile DTV market. EXPWAY's FastCollection™ system manages all the technical issues of collecting and delivering the logs securely from the device and all the way to Rentrak, which has been selected to provide the analysis of the viewer usage.

"We are delighted to announce the collaboration with OMVC and Samsung for the Washington DC Mobile DTV trials, to provide precise audience measurement for the trial. FastCollection™ will bring great value to all parties involved at the Washington, D.C. Consumer Showcase - from device manufacturers, to audience measurement agencies and also the broadcasters themselves," said Ulla Saari, EXPWAY Sales Director in the U.S.

Audience Measurement is a crucial part of the Washington DC Consumer Showcase, as nine broadcasters who are supporting the event look to learn more about viewing habits and trends.

One of the key-features of the EXPWAY's FastCollection™ system is that it also allows the log collection and the log analysis to be done separately by two different entities. EXPWAY first collects the data from the devices which is then pushed to Rentrak, the audience measurement agency to carry out the analysis of the data.

"OMVC selected EXPWAY because of their expertise in audience measurement. Of course, we never track the actual identity of the viewer. Anonymity is a prime requirement throughout the data collection and analysis process. We appreciate that we'll now be able to get factual numbers of TV viewing, as Expway's system is based on the actual viewing activity," said Anne Schelle, Executive Director of the Open Mobile Video Coalition.

Mobile DTV is a medium that people take with when "on the go". Even though the TV is on, it does not necessarily mean that the Wi-Fi or 3G service is also connected. Exactly for this reason EXPWAY's FastCollection™ has been developed so that the logs are cached and stored on the device memory. As soon as the end-user is again connected, the device pushes the compressed logs to EXPWAY servers.



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Company description:

EXPWAY (<http://www.EXPWAY.com>) is the world leader in Interactive Mobile DTV Solutions for broadcasters, telecom operators and device manufacturers. Its products have been adopted in more than 15+ commercial deployments in the US, Europe, Japan and Asia. With EXPWAY's FastESG™ solution, Mobile DTV is much more than just a 'Tiny TV' -- and it is stickier than ever before.

EXPWAY's strong mission is to provide its customers with the best tools to generate more revenue, to make the content 'stickier' than before and therefore reduce CHURN.

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