

## KYTE EXPANDS GLOBALLY WITH TWO NEW OFFICES, MAJOR DEPLOYMENTS AND EXPANDED EXECUTIVE TEAM IN EUROPE

*Online, Mobile & Social Video Platform Gaining Global Traction with Offices in U.K., Germany and International Customers, Including MTV, Trinity Mirror and studivZ*

**SAN FRANCISCO, November 23, 2009** — [Kyte](#), the online, mobile and social video platform for live and on-demand content, has expanded into Europe with two new offices, key additions to its executive team and deployments with leading publishers, brands and social networks.

Kyte allows media companies, enterprises and organizations to expand their video strategies to reach audiences across the Web, on social platforms and via mobile phones. By combining the real-time, interactive and community building capabilities of the social Web with the analytics, control, and monetization features of a professional video platform, Kyte enables its customers to engage online and mobile audiences, build community, and monetize.

In the U.K., Kyte has opened an office in central London, where it is working with [Trinity Mirror](#), the country's largest newspaper publisher. Currently, the Kyte platform is enabling Trinity Mirror to drive video creation and consumption, to increase citizen journalism and reader engagement across its regional and classified titles and to significantly enhance both advertising inventory and revenue. Kyte will announce additional UK customers over the next few months.

In Germany, Kyte has opened an office in Hamburg, where it is working with:

- [N24.de](#), the website of Germany's leading news station N24, for on-location news coverage. For example, reporters from N24 used Kyte to stream live coverage of U.S. election night, each using their mobile phones to record and stream video from one candidate's camp.
- [ProSieben.de](#), the website of the leading privately owned television station in Germany, Pro7, to distribute video online, engage audiences with chat and polling features and to monetize content through channel sponsorships and e-commerce. For example, "Germany's Next Top Model" distributed live backstage video from its final show and the winning band from popular reality show "Popstars" is using Kyte to document their daily life as stars.
- MTV's new show, [vasta.tv](#), uses Kyte to broadcast from mobile phones to the Web.
- [studivZ](#), the largest social network in Germany, utilizes Kyte during German elections by generating user questions via video that are then presented to the candidates for response.

"We are seeing enormous demand worldwide for an online video platform that can be a core part of digital strategies to help companies engage and interact with audiences in real-time, across multiple platforms. We've decided to establish offices in London and Hamburg to help meet the demand," said Daniel Graf, CEO of Kyte. "And we were able to hire heavy hitters to lead the offices, many of which were former customers of Kyte who recognized the potential and wanted to get involved."

As part of the expansion, Kyte has also added to its executive team with key hires in each of the new locations:

### **Germany**

- Maks Girodano - managing director - Girodano was part of the management team for SevenOne Intermedia, the multimedia company of ProSiebenSat. During this time, he was in charge of the innovation and all mobile and gaming activities. Prior to that, he served as a co-founder and partner of a leading international agency focused on cross media strategies, mobile application &

service development. Additionally, Maks was the head of new media at Meta Design AG, Germany's largest CI/CD Agency, and a director at the digital agency ID Media AG, where his projects won many prestigious international awards. Giordano has also edited several books and is a lecturer at the University of Applied Sciences in Dornbirn, Austria.

- Gary Poepl - managing director - Before joining Kyte, Gary Poepl was director of sales International + Mobile at Tomorrow Focus AG, the digital arm of one of Europe's leading publishing houses HUBERT BURDA MEDIA. One of his achievements at HUBERT BURDA was developing the foundation of PREMIUM PUBLISHERS ONLINE, which is now the leading premium adsales network in Europe. Earlier stations in his career were managing director at the mobile specialist Cellular, director Mobile Solutions at INTERONE Worldwide / BBDO, Head of Portal Management at O2 Germany and managing director at Sporthouse.Net GmbH.

### **United Kingdom**

- Richard Cohen, managing director – Prior to Kyte, Cohen held several positions – establishing LoveLive, serving as group commercial director at Premium TV and as managing director of entertainment at Perform Group, one of the largest digital media businesses in the U.K. Additionally, Cohen held executive positions with Kibi Mobile Technologies Plc, Framestore CFC, and image.net, which was sold to Getty Images.
- Sam Jones, director of sales and marketing – Jones previously led the entertainment and media division for Perform Group and prior to that was Head of Commercial at Premium TV. Additionally he served as marketing manager within the international head office of Warner Music Group, responsible for development, innovation and marketing of WMG's international and domestic catalogue outside the U.S. He was also a founding partner of Xtaster LLP, leading European youth marketing and research agency and U.K. digital strategy agency, Sunfish Digital.
- Andrew Mendoza, executive advisory board – Mendoza was a partner at OC&C, the U.K.'s leading Media and Entertainment Strategy Consultancy where he worked on proposition development, growth strategies and business performance improvement initiatives across Film, TV, newspapers, B2B publishers, marketing services, animation services, sports, recorded and unrecorded music addressing both legacy and digital initiatives. Prior to OC&C Andrew was a partner at Accenture.

### **About Kyte**

Kyte is the online, mobile and social video platform. The Kyte Platform combines the real-time, interactive and community building capabilities of the social Web with the analytics, control, and monetization features of a professional video platform, enabling companies to engage audiences, build community, and monetize.

Kyte powers online and mobile video for premier media companies, enterprises and organizations. The company is headquartered in San Francisco, California, with offices in New York, London, Hamburg and Zurich. Investors include Draper Fisher Jurvetson, Telefónica, Nokia Growth Partners, Steamboat Ventures, TeliaSonera, DoCoMo Capital, Holtzbrinck Ventures, Swisscom and others. Visit Kyte online at [www.kyte.com](http://www.kyte.com).

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