

## KYTE LAUNCHES FACEBOOK APPLICATION FRAMEWORK AND SUPPORT FOR FACEBOOK SOCIAL PLUGINS

Latest Kyte Social Innovations Facilitate Distribution, Promotion and  
Monetization of Video Content on Facebook

**SAN FRANCISCO, April 29, 2010** — [Kyte](#), the 360° video platform, today announced that it has extended its cross-platform support of social video experiences to [Facebook](#).

Kyte's latest social innovations include the [Kyte Facebook Application Framework](#), which enables media companies and marketers to quickly establish fully branded interactive video experiences on Facebook. This allows publishers to more easily connect with Facebook Fans and monetize content through pre-roll, overlay and companion advertising on branded canvas pages.

Kyte also announced integrated support for Facebook's new social plugins. Optional inclusion of the new Like Button in the Kyte Player allows audiences to share videos back to their friends on Facebook with just one click, wherever the player is embedded. Kyte customers can also embed a Facebook Recommendations box on their page. Together, these new social tools from Kyte lead to increased video views and viral audience engagement.

"Consumers have become increasingly accustomed to accessing and sharing video content on Facebook and across device platforms," said Daniel Graf, CEO at Kyte. "Our new Facebook application framework and support for Facebook social plugins provide a powerful set of tools for marketers to not only reach, but deeply engage with these audiences as they interact within the real-time social stream."

"Consumers are no longer interacting with video content through a single platform, and extending the reach of our Spanish language video experiences to Facebook is a key part of our multi-platform video strategy," said Guillermo Sierra, SVP, chief content officer at [V-me](#). "Kyte's Facebook Application Framework provides us with the cutting-edge tools necessary to create and promote viral content that engages our fans while continuing to build the V-me community across platforms."

"The Kyte Platform allows us to seamlessly integrate engaging video content into our web sites, significantly growing our social capabilities to include commenting, rating and sharing across a broad range of social networking platforms," said Miguel Castillo, new media manager at Axel Springer España S.A. "Using Kyte's new Facebook Application Framework, we're planning to create interactive video experiences on Facebook, plus take advantage of Facebook's new social plugins to increase the virality of our video content on our [Autobild.es](#) and [Hobbynews.es](#) websites powered by Kyte."

The Kyte Facebook Application Framework also promotes virality by updating fans to new videos and allowing them to share and comment on the content, as well as enabling publishers to deliver branded contests and UGC campaigns. Using the Kyte Application Framework, publishers have three ways of distributing their content into the Facebook social stream:

- **Fan Page Integration:** Viewers can easily find new videos when they browse a publisher's Facebook Fan page, and Fans are notified whenever new videos are published. When clicked, videos play on branded canvas pages.
- **News Feed Notifications:** Fans are instantly notified whenever a new video is published and are able to play video either directly in their news feeds or through branded canvas pages.
- **Branded Canvas Pages:** Canvas pages serve as publishers' branded video destinations within Facebook, including most recent video content, full monetization, and social features such as multimedia chat, user comments, and live video sharing.

Kyte is quickly becoming the 360° platform of choice for organizations that want to reach consumers with live and on-demand video across multiple screens and devices. In addition to its robust online video platform, Kyte gives organizations the ability to add social and interactive capabilities to video content and to natively distribute that content to mobile, social and emerging devices. Kyte also offers enterprise-class content management, moderation and analytics and offers monetization through built-in integration with leading ad platforms.

Organizations interested in powering their online, mobile and social initiatives with Kyte can visit [www.kyte.com](http://www.kyte.com).

### **About Kyte**

Kyte is the 360° video platform for live and on-demand content. The Kyte Platform enables media companies and marketers to deeply engage audiences across online, mobile, and social platforms through interactive video experiences. The company is headquartered in San Francisco, California, with offices in New York, London, Hamburg and Zurich. Customers include ABC, Armani Exchange, Clear Channel, ESPN, Fox News, HomeAway, MTV, Monster Energy, NATO, NBA Digital, Nokia, Tyra Banks, and others.

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