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**Sky extends relationship with FreeWheel to Germany and Austria**

London, December 2nd, 2015 — FreeWheel, the leading provider of premium video ad management and monetisation solutions for the world’s largest media and entertainment companies, today announced that the pay-TV market leader in Germany & Austria, Sky Deutschland, has chosen FreeWheel to support the management of its digital ad inventory across its platforms. Building on FreeWheel’s longstanding relationship with Sky UK Ltd., Sky Deutschland will use FreeWheel’s Monetisation Rights Management (MRM) platform to optimise its placements across its video inventory.

FreeWheel’s robust monetisation platform will provide the marketer of Sky Deutschland, Sky Media, with powerful tools to manage advertising sales rights, leverage advanced portfolio forecasting solutions, serve yield-optimised ads and analyse campaign performances. Sky will also be able to better manage advertiser conflicts, having access to strong TV compliance tools to avoid clashes or content / time-of-day restrictions.

Martin Michel, Managing Director at Sky Media in Germany said: ‘We are just setting up our digital ad operations team and as a long-standing partner to Sky Media in the UK, we’ll use FreeWheel’s technology and expertise to support our plans to manage digital video ads and develop Dynamic Ad Insertion in Germany.”

The agreement also sees Sky make use of FreeWheel’s Advisory Services to support the strategic development of its digital ad sales and operations team. Gaining expertise in forecasting will enable the team to profitably scale their content distribution to all platforms, get deeper understanding of content performance and maximise revenue generated from their ultra premium video content.

Commenting on the announcement, Thomas Bremond, European Managing Director at FreeWheel, said: “As broadcasters follow their audiences onto digital platforms, they’re looking for ways to provide great TV experiences across all devices. We are delighted to further extend our existing relationship with Sky in Europe and look forward to working with Sky in Germany. By partnering with FreeWheel and adopting the MRM platform, Sky Deutschland will be able to support its digital assets across all of its digital platforms and set-top-boxes with compelling advertising that will be relevant to the targeted user.”

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**About FreeWheel**

FreeWheel’s superior end-to-end technology, premium marketplace, and best in market advisory services power the advertising businesses of the largest media and entertainment companies in the world, including AOL, DIRECTV, Fox, NBC Universal, Turner Broadcasting System and Viacom in U.S., and MTG, Sky and Channel 4 in Europe. From our unique position at the center of the premium video economy, we enable our clients to unify audiences across desktop, mobile, OTT, and traditional STB devices, and profitably monetize their content.  Headquartered in San Mateo, with offices in New York, London, Paris, Berlin and Beijing, FreeWheel stands to advocate for the entire industry through the [FreeWheel Council for Premium Video](http://freewheel.tv/fwcouncil/). For more information please visit [www.freewheel.tv](http://www.freewheel.tv/), and follow us on[Twitter](https://twitter.com/freewheel) and [LinkedIn](https://www.linkedin.com/company/458871?trk=tyah&trkInfo=clickedVertical%3Acompany%2CclickedEntityId%3A458871%2Cidx%3A2-1-4%2CtarId%3A1439217845108%2Ctas%3Afreewheel).

**About Sky Deutschland**

With 4.37 million customers and annual revenues in the amount of approximately 1.8 billion Euros, Sky is the pay-TV market leader in Germany and Austria. The program offering at Sky includes live sport, films, series, kids’ channels and documentaries. Sky Deutschland with its headquarter in Unterföhring near Munich is part of Sky plc, Europe’s leading entertainment group. More than 21 million customers in five countries are watching the exclusive Sky programs whenever and wherever they want (Status: 30 Sep 2015).