



WeatherNation®

WeatherNation TV partners with Kaltura, YuMe to launch ad-stitching

Technology optimizes digital video experience

CENTENNIAL, Colo. (Sept. 8, 2015) – The most advanced presentation of personalized digital video advertisements across all devices is now on [WeatherNation](#), the broadcast, digital streaming, cable and satellite television network.

WeatherNation can now “stitch” video ads directly into their OTT (over-the-top) video stream for a greatly improved user experience, thanks to a collaboration with [Kaltura](#), a recognized leader in the OTT market and [YuMe](#), the global audience technology company powered by data-driven technologies and multi-platform video expertise.

“When these ads come across viewers’ connected TVs, mobile devices or game consoles, the experience will generate a significantly positive and perceptible impact,” said Tim Kelly, Senior Vice President of Digital at WeatherNation. “Viewers can now enjoy the overall video experience, without wasting time waiting for the download to complete.”

The “stitched” ads are based on location, time of day, device used and other attributes of individual users. Kaltura stitches the ads that YuMe serves, with all the targeting information attached to the ads, and plugs them into certain spots within WeatherNation’s live streaming content. The process translates into a unique experience for every viewer. The ad locations are the same within the video stream, but the ads themselves can vary from person to person.

“Combining the expertise of YuMe, Kaltura and WeatherNation to optimize the way ads are delivered offers a vastly improved user experience for the audience and a powerful solution for issues around latency,” said Tom Wolfe, Vice President of Business Development and Partnerships at YuMe. “This technology partnership allows viewers an experience similar to watching linear television, but more targeted to the individual’s interests.”

With “server-based” ad technology, the ads appear within the video stream seamlessly, without the interruption of any download buffering either before or after the ad. This new technology allows WeatherNation to serve ads on more devices than ever before, including all smartphones, connected devices and smart TVs, with minimal integration requirements.

“We are delighted to partner with YuMe and WeatherNation to offer the most advanced video ad technology and video experience in the market today,” said Ron Yekutieli, Co-founder, Chairman and CEO at Kaltura. “Our home-grown, ad-stitching technology, coupled with our market-leading player,

allows publishers, broadcasters and telcos to serve targeted and personalized ads in VOD and live video on more devices than ever before.”

About WeatherNation TV, Inc.

WeatherNation TV, Inc., headquartered in Centennial, Colo., outside Denver, produces a suite of services including the WeatherNation TV network, which provides 24/7 coverage of current and severe weather news and information in a compelling, meteorologist-hosted format, available in both HD and standard definition. WeatherNation® supports the weather-related needs of a variety of clients ranging from local broadcasters, to cable/satellite operators, to publishers and original equipment manufacturers. WeatherNation’s award-winning digital platform includes over-the-top services with the industry’s most robust degree of interactivity, complemented by an easy-to-navigate website with the most relevant weather information. WeatherNation was recently recognized by CableFax as the best in the industry in the area of Connected TV/Smart TV. For more information about WeatherNation, please contact info@weathernationtv.com or (800) 343-9516. Visit www.weathernationtv.com.

About Kaltura

Kaltura’s mission is to power any video experience. A recognized leader in the OTT TV (Over the Top TV), OVP (Online Video Platform), and EVP (Enterprise Video Platform) markets, Kaltura has emerged as the fastest growing video platform, and as the one with the widest use-case and appeal. Kaltura is deployed globally in thousands of enterprises, media companies, service providers and educational institutions and engages hundreds of millions of viewers at home, in work, and at school. The company is committed to its core values of openness, flexibility, and collaboration, and is the initiator and backer of the world’s leading open-source video-management project, which is home to more than 100,000 community members. For more information visit www.kaltura.com, www.kaltura.org, or www.html5video.org.

About YuMe

YuMe, Inc. (NYSE: YUME) is a leading provider of global audience technologies, curating relationships between brand advertisers and consumers of premium video content across a growing range of connected devices. Combining data-driven technologies with deep insight into audience behavior, YuMe offers brand advertisers end-to-end marketing software that establishes greater brand resonance with engaged consumers. It is the evolution of brand advertising for an ever-expanding video ecosystem. YuMe is headquartered in Redwood City, CA with European headquarters in London and 17 additional offices worldwide. For more information, visit YuMe.com/pr, follow [@YuMeVideo](https://www.facebook.com/YuMeVideo) and like [YuMe](https://www.facebook.com/YuMe) on Facebook.

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This press release contains forward-looking statements, including those in management quotations. In some cases, you can identify forward-looking statements by the words “may,” “will,” “expect,” “intend,” “plan,” “objective,” “anticipate,” “believe,” “estimate,” “predict,” “project,” “potential,” “continue” and “ongoing,” or the negative of these terms, or other comparable terminology intended to identify statements about the future. All statements other than statements of historical fact are statements that could be forward-looking statements, including, but not limited to, statements about our product

offerings, strategic partnerships and the benefits derived therefrom, growth strategies; operating results; market trends; and quotations from management. These forward-looking statements are subject to risks and uncertainties, assumptions and other factors that could cause actual results and the timing of events to differ materially from future results that are expressed or implied in the forward-looking statements. Factors that could cause or contribute to such differences include YuMe's history of net losses and limited operating history, which make it difficult to evaluate prospects, YuMe's fluctuating quarterly results of operations, and dependence on a limited number of customers in a highly competitive industry. These and other risk factors are discussed under "Risk Factors" in YuMe's Quarterly Report on Form 10-Q for the quarter ended March 31, 2015 that has been filed with the U.S. Securities and Exchange Commission (the "SEC"), and in our future filings and reports with the SEC. The forward-looking statements in this press release are based on information available to YuMe as of the date hereof, and we assume no obligation to update any forward-looking statements.