THETAKE.AI

THETAKE AND LG INTRODUCE AI-POWERED SHOPPABLE TV AT CES

New Technology Allows Viewers to Purchase the Looks Featured in their Favorite Shows

Jan. 6, 2020 — Las Vegas & New York — TheTake (www.TheTake.ai), the leading creator of scalable video commerce technology, announced the launch of the most comprehensive shoppable video experience yet through new partnerships with smart TV leader LG Electronics and media companies including WarnerMedia, A+E Networks, Crown Media Family Networks, NBC Universal and others.

Beginning this spring, owners of LG's new webOS Smart TVs will be able to shop shows for fashion, accessories, homeware, tech devices and even menu and recipe items on the networks' shows. TheTake is the premier solution for content providers, connected TV manufacturers, streaming platforms and cable/satellite providers seeking an immersive, interactive, shoppable viewing experience for their customers and viewers. TheTake's proprietary technology identifies and tags hundreds of different products per episode of television and thousands of items per movie.

"Shoppable video has been talked about since the days of Rachel's sweater on 'Friends,'" Tyler Cooper, Co-Founder and CEO of TheTake, said at CES® 2020. "Previous solutions haven't addressed the long tail opportunity where each individual viewer wants to shop for something different. Shoppable video isn't just about Rachel's sweater, but also Chandler's jacket, Joey's sunglasses, Monica's couch and so on. To address the full breadth of consumer interest, we leverage machine learning to make more than 500 products shoppable in a given episode of television. We're excited to bring our AI-powered solution to viewers with LG and our various content partners."

With a record amount of TV content produced in 2019, TheTake's machine learning algorithms enable product identification and tagging at scale. TheTake's technology can currently identify several hundred million products from thousands of retail partners when and where they appear in various TV episodes and movies.

"The ability to seamlessly shop for the items we see in our favorite shows and movies is something we've long wanted to bring to LG smart TV users," said Michelle Fernandez, head of

home entertainment brand marketing, LG Electronics USA. "Now, in partnership with TheTake, we're introducing the feature on LG's 2020 smart TVs for the easiest and most consumer-friendly experience for shopping the looks from TV and movies."

LG and TheTake share a common focus on leveraging the power of artificial intelligence to transform the television viewing experience. TheTake will power the AI feature, which will be available on all 2020 LG OLED, LG NanoCell and UHD smart TVs unveiled at CES with the award-winning webOS smart TV platform. Additionally, TheTake has negotiated an agreement with a large U.S. MVPD to roll out the technology across millions of set-top boxes later in 2020. TheTake has partnered with WarnerMedia, A+E Networks, Crown Media Family Networks, NBC Universal and others to roll out the technology over their various channels throughout the year.

"While the concept of shoppable television isn't new, being able to deliver that experience to our fans in a simple, seamless way, in partnership with LG and TheTake, is an exciting development," said Larry Allen, vice president of ad product strategy, WarnerMedia. "With this integration, we can now provide a range of options to find the latest fashion statements from our incredible talent. We look forward to rolling out the feature this year."

TheTake has previously integrated across numerous TV network digital properties including Bravo, Hallmark Channel, Golf Channel, and others. In early integrations, TheTake's technology has shown high engagement with viewers and click-through rates on products high above industry standards.

For more information, please visit thetake.ai.

About TheTake
TheTake (www.thetake.ai) is the premier solution for shoppable video. By leveraging its proprietary machine-learning technology, TheTake helps TV manufacturers, cable & satellite providers and content providers tag and identify hundreds of different products per episode of television and thousands of items per movie.