## Press Release, 18 March 2011

## Voddler launches iPhone app with free movies – a cinema just opened in your pocket!

**Online film service Voddler just released an iPhone app, where film viewers can watch films for free from the Voddler catalog on their iPhone or iPad. This is the first app globally to offer ad-funded content from the leading studios in Hollywood and Scandinavia. Voddler opens another viewing window to let film lovers watch film when and where they want. The app also enables advertisers to finally place commercials in the mobile phone in an efficient way that consumers recognize and that doesn’t disturb the viewing experience.**

* We are happy and proud to open up our film service for iPhone and iPad. The app symbolizes everything we work for: film when and where you want. And it allows seamless transitions, so you for instance can start watching a movie in your mobile on your way home and then pick up exactly where you left off on your computer or web-connected TV, says **Marcus Bäcklund, Voddler’s CEO.**

The Voddler iPhone app is free, does not require any subscription, and movies are shown over both mobile networks and WiFi-connections. Above all, the ad funded films are free to the user. The films in the app come from Voddler’s growing catalog of soon 4 000 titles. All these titles are now being activated for mobile viewing, at a rate of about 50 titles per day.

Voddler is available in Sweden, Norway, Denmark and Finland, for anyone who want to see film online legally and without hassle. Close to one million registered users watch tens of thousands of films every day on Voddler. Voddler’s social functions, where “voddlerites” can create play lists, share tips and discuss movies both on Voddler and other sites, help film lovers find the movies that suit them best in Voddler’s catalog, regardless if they are using Voddler on the mobile or in front of the computer.

* We work every day with enhancing our technology, showing film studios the benefit of new viewing platform, and getting the business models to spin faster. It’s a triple challenge we have given ourselves. Our app was evaluated by Apple for almost three months before it was approved, instead of the normal two weeks. That’s a typical dynamic when you break new ground, says **Anders Sjöman, VP Communication at Voddler.**

The app also opens up for advertisers who want to show full-scale commercials directly in the mobile.

* Advertisers have dreamt about showing mobile commercials in a natural and non-invasive way. Our app allows just that: ads the way film consumers are used to them, just before the movie starts. You reach the consumer right in their pocket and, more importantly, when they have time, says **Oskar Boding, VP Sales at Voddler**.

Voddler will soon release the same app for smart phones and tablets on other platforms, such as Android and Symbian.

**For more information:**

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**About Voddler**

The video-on-demand service Voddler offers the best movies and series legally directly to any internet-enabled device. On Voddler you can see both rental movies and ad-funded free movies, when and where you want, with quality titles from over 30 of the world’s leading film studios. Voddler is available in Sweden, Norway, Denmark and Finland, and showed over five million films during 2010. Voddler’s mission is to offer a premium service for viewers, content owners and advertisers.