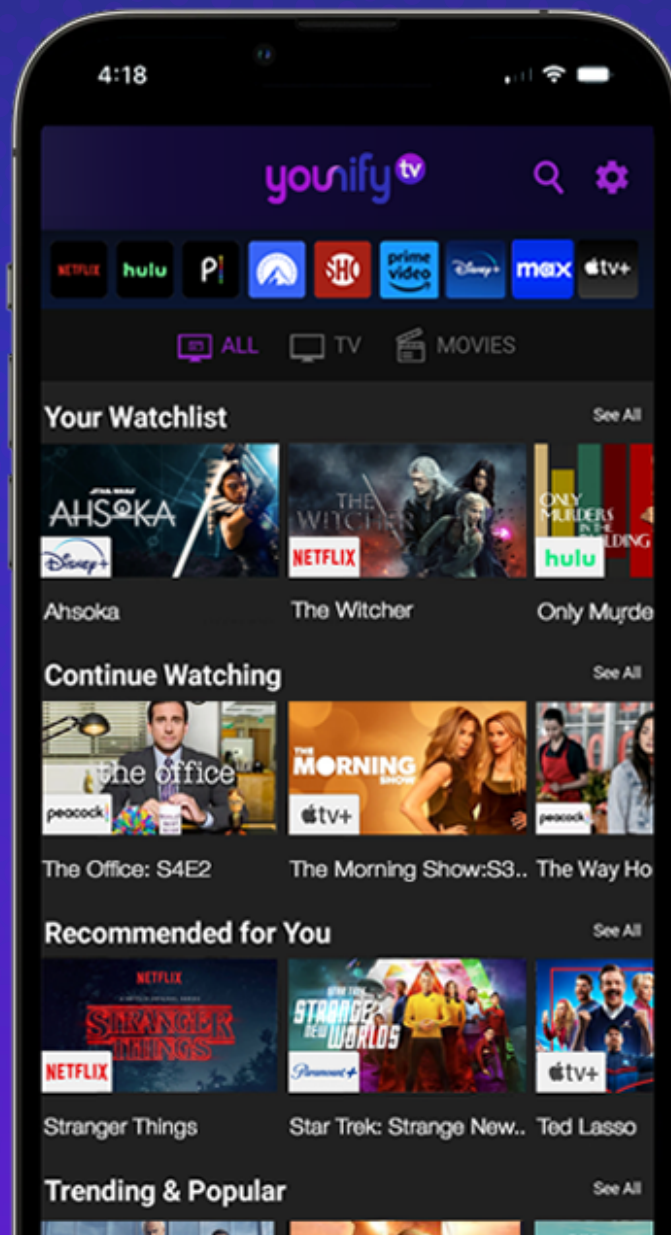




2023 MEDIA KIT

YOUNIFY@LIPPINGROUP.COM





ABOUT YOUNIFY TV

Younify TV (<https://www.Younify.TV/>) is a free universal streaming guide (USG) app that consolidates users' watch lists from major streaming services like Netflix, Amazon Prime, Hulu, Disney+, Max and more in one place. It's currently available to consumers in the Apple App and Google Play stores.

TechHive says it "actually works," while nScreenMedia singles out the app for providing a "killer advantage" – calling it a "must-have guide in the (USG) category."

Younify TV is led by the same MediaMall Technologies team behind the trailblazing PlayOn software and PlayOn Cloud streaming video recorder app. Relying on the same "push-the-envelope" attitude exemplified by PlayOn, Younify enables consumers to:

- Access the 10 most popular streaming services, all within one app.
- View all their Watchlists, Continue Watching and Recommendations, which Younify automatically collects, assembles and presents from each linked streaming service.
- Easily find what to watch next, regardless of the streaming platform, through a consolidated search bar that allows searching for titles and results across all linked services.
- Simply click the "Watch Now" button to launch their shows or movies in the appropriate streaming app, and begin viewing in seconds.

And they are continuing to invest in the Younify app. Over the next 6-12 months, Younify users will also gain the ability to:

- "Cast" a video directly from the mobile app to connected TVs.
- Manage (add to and remove from) all of their streaming service watchlists from within Younify.
- Access Smart TV versions of the app for Fire TV and Android/Google TV.
- For the first time, receive recommendations across all streaming services, derived from personal viewing preferences/activity across all streaming services.

The breakthrough USG technology will enable Younify TV to become a major provider of robust, highly accurate, unbiased, aggregated third-party user, catalog and advertising data to the entire streaming industry.

This will permit other leading USG providers to license Younify TV's technology rather than spend millions to replicate it, and it will greatly benefit an industry hungry for as much accurate data as possible about content and advertising.



J E F F L A W R E N C E

CEO & CO-FOUNDER, YOUNIFY TV



Jeff Lawrence is the CEO and Co-Founder of MediaMall Technologies, the New York and Seattle-based creators of PlayOn, PlayOn Cloud and its latest endeavor, Younify TV (<https://www.Younify.TV/>), a free universal streaming guide (USG) app.

Lawrence, with partner and COO Tracy Burman, launched MediaMall Technologies in 2003 to make it simple, affordable, and fun for users to find and enjoy their favorite movies, TV shows and videos from the internet on TVs and mobile devices, at a time when the only option of doing so was on a PC.

They collaborated on the new venture three years after Lawrence joined another company Burman had co-founded, GetConnected, where he served as Senior Director of Broadband Business Development. There, he became an architect of broadband solutions and established vital relationships with major U.S. broadband suppliers.

Starting his career in tech out of college as a consultant at Accenture, Lawrence focused on the telecommunications industry doing product development for market-leading clients including Qwest and Bell Atlantic.

He earned a Bachelor of Science degree from Cornell University and went on to receive an MBA from Columbia Business School.

[Download Jeff's Headshot](#)

TRACY BURMAN

COO & CO-FOUNDER, YOUNIFY TV



As the Chief Operating Officer and Co-Founder of MediaMall Technologies – the creators of PlayOn, PlayOn Cloud and the free universal streaming guide Younify TV – Tracy Burman's journey represents the culmination of a career dedicated to building and expanding companies, driven by a strong entrepreneurial spirit.

Burman brings a wealth of experience across various domains, including e-commerce, consumer software, mobile apps, media software, over-the-top solutions and social marketing. Her expertise spans online marketing, B2B software, direct sales, tele-sales, customer and technical support, recruiting, HR, cash management, accounting and finance.

In 2003, Burman co-founded MediaMall Technologies with CEO Jeff Lawrence to make it simple, affordable and fun for users to find and enjoy their favorite movies, TV shows and videos from the internet on TV, mobile devices and tablets.

Burman's vast tech career spans serving as CEO & Co-Founder of GetConnected, where she hired Lawrence as Senior Director of Broadband Business Development . Her visionary approach and strategic acumen led the company to forge critical relationships with major broadband and wireless carriers, solidifying its position in the industry.

Burman, who started her career in 1994 as a consultant at A.T. Kearney, also served as President for the job site Jobster in the early 2000's where she lead the B-B business for the popular recruiting platform.

Burman holds a Bachelor of Science degree in Commerce from the University of Virginia, and an MBA degree from Harvard Business School.

[Download Tracy's Headshot](#)

FACTS

- Younify is a trailblazing app that combines watch history and favorites from popular streaming services like Netflix, Amazon Prime, Hulu, Disney+, and more.
- Younify consolidates streaming services into one interface, offering a simple setup, and a consolidated search bar for easy content discovery. It stands apart by allowing users to log into their streaming services through the Younify app and automatically fetching user data for better content discovery.
- The Younify TV app is available via the [Google Play](#) and [Apple](#) app stores, with connected TV and smart TV apps in development.
- CEO Jeffrey Lawrence and COO Tracy Burman co-founded MediaMall Technologies in 2003, and began rolling out Younify in the summer of 2023. MediaMall Technologies is best known for its PlayOn streaming video recorder app and software.
- In addition to aiming to simplify streaming into an effortless, user-centric experience, Younify also plans to become a trusted provider of robust, unbiased, and aggregated third-party user, catalog, and advertising data to the streaming industry.
- Younify's data aggregation model is inspired by financial tech services like Plaid and Intuit's Mint, and aims to simplify the streaming experience.
- Younify intends to offer USG providers the opportunity to license the compelling Younify technology and integrate it into their own platforms.
- Future updates coming up on Younify's horizons over the next 6-12 months include:
 - The ability to “cast” a video directly from the mobile app to connected TVs and manage (add to/remove from) all their streaming service watchlists from within Younify.
 - Versions of the app are in development for Fire TV and Android/Google TV
 - A cross-service recommendation engine that will consider users' viewing history across their services before providing streamer-agnostic content suggestions.
- Younify was developed by MediaMall Technologies, which is based in New York and Seattle and is self-funded.



FREQUENTLY ASKED QUESTIONS

Is Younify free to use?

Younify is always 100% free. There are no ads or paid features in Younify.

How is Younify different from Reelgood and JustWatch?

With Younify TV, you don't need to spend a lot of time filling out a profile about your viewing activities or tastes. Getting started is easy—just log into all your streaming accounts within the Younify app. There is no manual "journaling" required, ever. Once you link your streaming services to Younify, the Younify app will do the rest, combining your streaming services to fill up your personalized streaming dashboard with all the shows and movies you've started watching and your combined watchlists. Younify will also give you better recommendations for watch to watch, every time, with little effort from you.

Can I watch my Younify movies and shows on my TV?

Yes, when you click to Watch Now, it will launch the native app for your streaming provider, and from there you can cast or AirPlay to your TV using the cast button Cast icon. We plan to add the ability to cast directly from Younify to your TV in the coming year.

Are you sharing/selling my personal info or my programming interests or picks or suggestions?

No, we do not share any personal info or personal viewing patterns. Take a look at our [Privacy Policy](#) for more information.

How quickly do you get show updates onto my Younify streaming guide when program release dates or scheduling changes?

Everything you see on Younify—including your watch history, watchlists, and recommendations are all pulled directly from the streaming providers so your personal streaming guide will always be up-to-date.

Is Younify outside of the U.S.?

Younify is only available in the United States as of today.



CONTACT

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