

## **RTL, Germany's leading commercial TV station, opts for a Netbiscuits Hybrid App for iPhones**

### **A symbiosis of Web site and application ensures flexible content management with shorter development times and enthusiastic users**

**Kaiserslautern, July 23, 2010** - on behalf of RTL Interactive, Netbiscuits, the world's leading software platform for the development, operation and monetization of mobile Web sites and apps, has developed an iPhone app for RTL Television, Germany's most successful private television station. Netbiscuits developed the app in the form of a hybrid application: a combination of Web site and app that employs the latest HTML5 technologies as well as the native functions of the iPhone. The new RTL iPhone app is now available for download from Apples German App Store and can be used for free for a period of 30 days. After this period, a service fee of 1.59 € per month is charged.

With regard to content, the new iPhone app utilizes RTL's mobile portfolio with all of its various functions and offers, such as video clips and live content, in order to enable RTL program highlights to be viewed in an impressive and dynamic manner on mobile devices. In addition to numerous additional services, such as a program planner with a reminder function, a video search feature or viewer review functions, the application also provides access to the entire world of RTL television that is available via the mobile Web site <http://mobil.rtl.de>, including news, entertainment and program information. Local weather information and numerous subscribable sports, entertainment and news channels round off the impressive range of offers.

Netbiscuits developed the RTL iPhone app as a hybrid application: a combination of Web site and app. As a result, RTL now has a central interface for managing all mobile content, whether it is requested via the mobile Web site or the iPhone app. Moreover, the benefits of utilizing an app are also being fully exploited. These include the distribution via Apples App Store, the integration of iPhone services and features, such as GPS localization and push notification, and last but not least, the typical iPhone navigation and screen design and layout.

"It didn't take long to convince us of the benefits provided by Netbiscuits hybrid approach for the development of our iPhone app. Compared with traditional iPhone applications, the development time required is relatively short, but the user experience is still amazing", explained Robert Fahle, Head of Mobile at RTL interactive. "And thanks to the interface with our content management system, the app content can be provided efficiently and without delay. Another major advantage is that content can be redesigned without having to update the customers' software. The RTL iPhone app can therefore be adapted in line with future developments in a simple and flexible manner."

"The RTL iPhone app clearly shows how applications, which need to fulfill the demands for added value as well as efficiency, can be developed using a symbiosis of Web and application technologies", added Michael Neidhoefer, CEO of Netbiscuits.

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**Press Release**

“We are therefore convinced that the number of hybrid applications offered via Apple’s App Store and other online shops will increase in the future.”

With the development of the hybrid application for the iPhone, RTL and Netbiscuits continue their long-standing, successful cooperation.

**About RTL interactive**

RTL interactive is part of Media Group RTL Germany, one of the leading media companies in Germany, and part of RTL Group, the leading European entertainment network. The Cologne based company combines transaction based and interactive businesses outside traditional ad-financed free-TV. RTL interactive is responsible for the business units Online (including video on demand, IPTV, Mobile and Teletext), Licensing and Media Services (telephone value-added services) and furthermore for the subsidiaries Clipfish GmbH & Co. KG and the leading German social network werkennt-wen.de.

**About Netbiscuits**

Netbiscuits operates the world’s leading B2B Web software platform for the creation, operation and monetization of mobile Web sites and apps. It serves the mobile Internet programs for premium online and media companies such as eBay, Universal Music, MTV and Axel Springer and leading agencies such as SapientNitro, Publicis and Ogilvy. Globally Netbiscuits delivers more than 2.5 billion mobile page impressions each month. Founded in 2000, the company has 85 employees in the USA, Germany, UK and Singapore.

The award winning Netbiscuits platform is available as a cloud-based software service (SaaS). At [www.netbiscuits.com](http://www.netbiscuits.com) all tools, interfaces and mobile enabling technologies are provided to develop, publish, monitor, and monetize professional mobile Web services. By using Netbiscuits, media companies, agencies, retailers, brand owners, developers, and service providers achieve a faster path to profit from their mobile Internet programs. In 2009 Netbiscuits won the internationally recognized ME Award for the „Best Mobile Publishing Platform“.

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