
Q: What was announced and what does it mean?


A: On June 13, 2016, NEWSCYCLE Solutions (“NEWSCYCLE”) announced that it had acquired DoApp, Inc. (“DoApp”), including DoApp’s complete software portfolio and operations.

Q: Who is NEWSCYCLE?

A: NEWSCYCLE develops, delivers and supports software technology designed to empower the global media industry. The company’s solutions enable media companies to thrive in a rapidly transforming market. NEWSCYCLE was formed in July of 2013 through the combination of DTI and Saxotech and the subsequent acquisitions of Atex, Inc. and MediaSpan, Inc. The company is backed by Vista Equity Partners (<http://www.vistaequitypartners.com>). NEWSCYCLE’s customer base represents more than 750 media enterprises, including 1,200 companies with 8,000 properties across 45 countries on six continents. More information about NEWSCYCLE can be found at: www.newscyclesolutions.com.

Q: Who is DoApp?

A: DoApp is a mobile application development and mobile ad network company. The company has created more than 1,500 mobile apps for the news publishing and broadcast industries. It currently has customers in 110 local markets, including 176 TV stations, 58 radio stations, and 110 newspaper publishers. The DoApp product portfolio includes DoApp Mobile Publishing and Advertising (a platform for media companies to deliver content on mobile devices through native apps and the mobile web), Adagogo (a self-service mobile advertising solution providing local advertisers with fast and simple tools to reach customers across more than 1,500 mobile news and sports apps) and Readful (a mobile news content sharing and curation platform).



Q: Why did NEWSCYCLE acquire DoApp?

A: The DoApp acquisition allows NEWSCYCLE to expand its ability to introduce new mobile solutions. NEWSCYCLE will integrate the DoApp mobile technology into its industry leading portfolio of digital content and advertising solutions for media companies. The goal of NEWSCYCLE's mobile product pillar is to build new revenue streams for media companies and to provide mobile focused workflows and solutions.

Q: Is this good for customers?

A: Yes, this is very good news. NEWSCYCLE is acquiring DoApp to invest in continued mobile innovation. The addition of the DoApp mobile development expertise, technology platform and ad network to the NEWSCYCLE portfolio provides existing NEWSCYCLE customers with the ability to obtain industry-leading mobile solutions through NEWSCYCLE. At the same time, the acquisition provides existing DoApp customers with more scale, resources, support and opportunities for innovation by becoming part of the NEWSCYCLE family.

Q: How will this affect customers?

A: All services for customers remain in place. DoApp customers will continue to receive the same levels of high-quality service for all mobile products while also gaining the benefits of NEWSCYCLE's global resources and experience. NEWSCYCLE will also seek to increase the engagement of DoApp customers through inclusion in the NEWSCYCLE customer advisory boards and user focus groups.

Q: Will this change affect the people I am working with at DoApp?

A: All DoApp employees have been asked to join NEWSCYCLE as part of this transaction. Wade Beavers, former CEO of DoApp, will serve as President of Mobile at NEWSCYCLE and lead the company's new mobile product pillar. In addition, you will now gain access to all NEWSCYCLE employees and resources.

