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SMALL BUSINESS

Enterprise Dispatch

Investors Check Out TV 'Check-In' Service

You can check in at your local coffee shop. You can check in at your favorite music venue. Now, with **Philo Media Corp.**, you can check into "The Real Housewives of New Jersey."

Philo, which just raised its first round of venture funding, is taking the check-in trend popularized by **Foursquare Inc.** to television. The company describes itself as a "social television" platform, giving fans a new way to watch and interact with their favorite shows.

Philo offers iPhone and iPod Touch applications that enable users to tune in and comment on saved, recorded shows as well as live programming. The company plans to monetize through promotions, says co-founder David Levy. But he declined to provide additional information.

The company's new funding comes from North Bridge Venture Partners, DFJ Gotham Ventures, Eniac Ventures and Stephen Lambert, a television



Users can 'check in' to 'The Real Housewives of New Jersey.'

producer whose credits include "Wife Swap," "Faking It," "Secret Millionaire" and, most recently, "Undercover Boss."