Supporting Information to

Modifiable Poly(*p*-Phenylene Vinylene) Copolymers Towards Functional Conjugated Materials

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S1: Test for livingness of the anionic polymerization of CPM and CN-PPV monomers

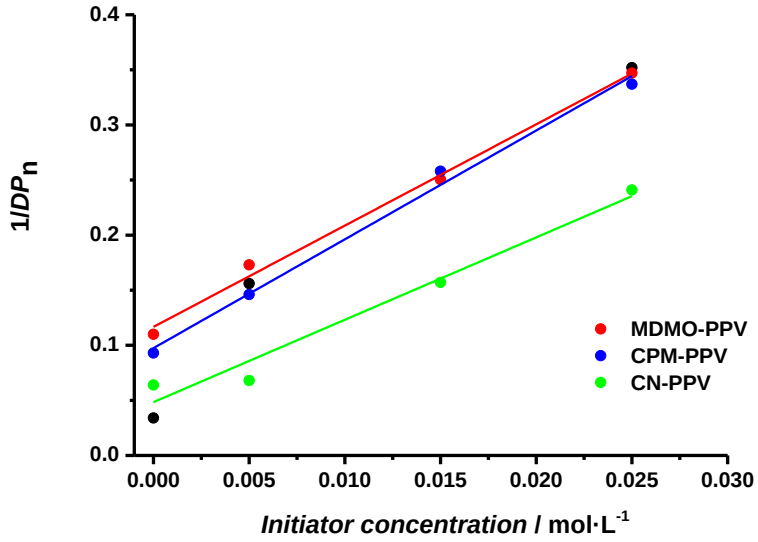

Figure S1: Inverse of degree of polymerization (precursor polymer) versus the initiator concentration for the anionic polymerization of different premonomers

S2: ^{1}H NMR spectra of PPV-copolymers

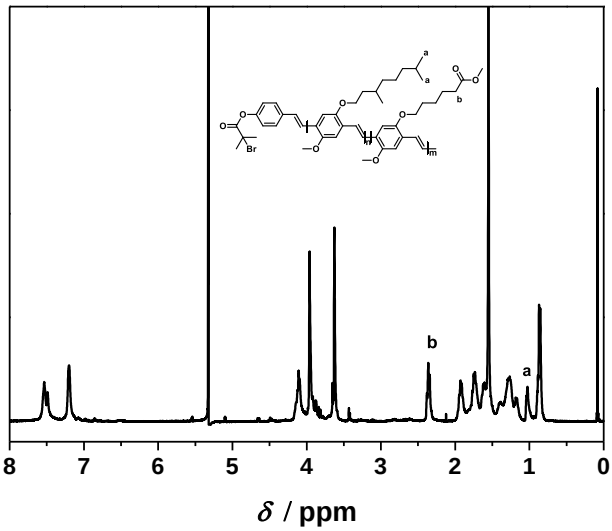

Figure S2: ^{1}H NMR spectrum of (MDMO/CPM)-PPV used for the determination of the composition of the copolymer with regards to MDMO-and CPM-content.

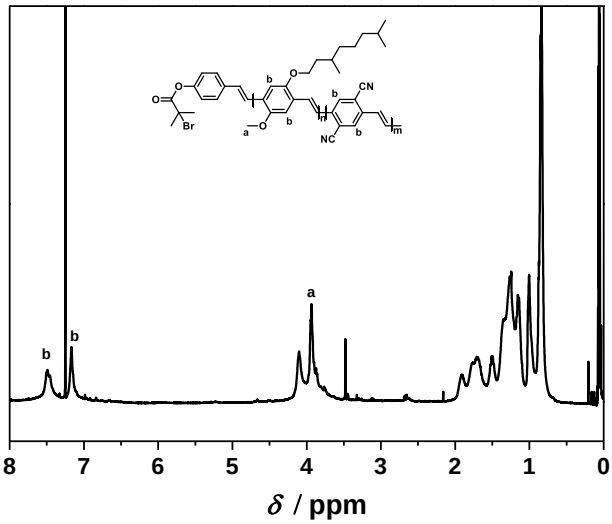

Figure S3: ^{1}H NMR spectrum of (MDMO/CN)-PPV used for the determination of the composition of the copolymer with regards to MDMO-and CN-content.

S3: ^{1}H NMR spectra of PEG-modified PPV copolymers

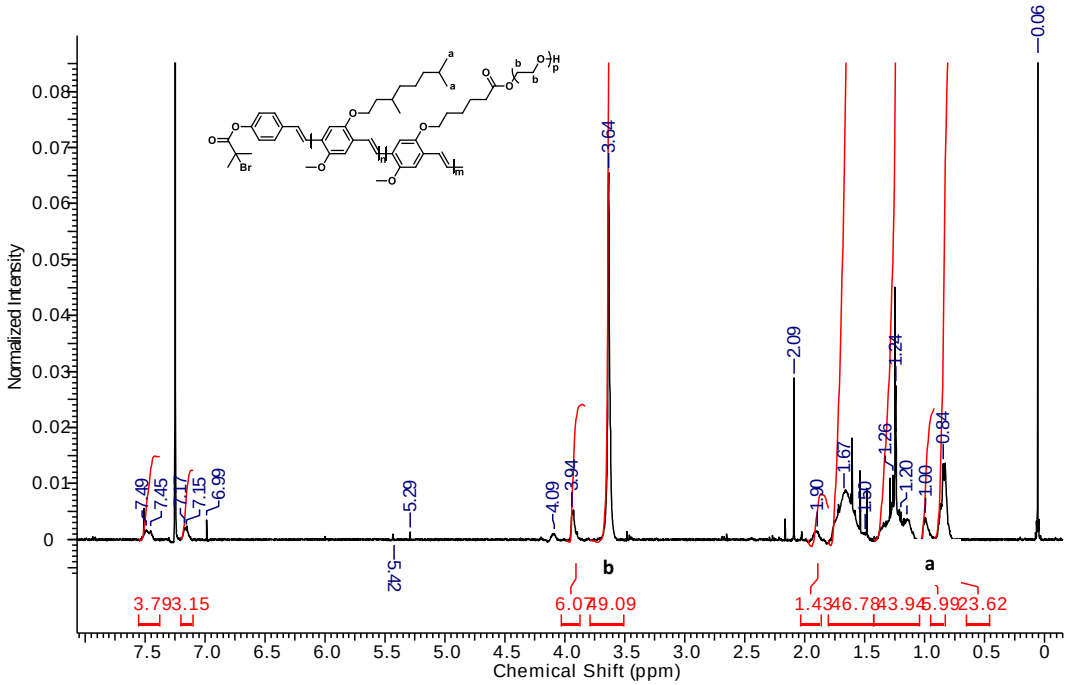

Figure S4: ^{1}H NMR spectrum of PEG modified (MDMO/CPM)-PPV copolymers.