



ASX CODE: BIG
20th December 2016

British Airways Sponsors BIG Content

Big Un Limited (ASX: BIG or the Company) is pleased to announce that it has secured a content sponsorship agreement with UK airline British Airways who are to sponsor a series of executive travel shows made by the Company.

British Airways is the first major global brand to agree to sponsor a series of destination specific executive travel shows produced by BIG under the terms of the Company's JV agreement with The Intermedia Group (TIG) announced on 11/9/16. Discussions are underway, and further sponsorship/advertising agreements are anticipated from major hotel chains and brands associated with travel and tourism during FY17.

Simon Grover CEO of The Intermedia Group said, "I've been very impressed by the global footprint and the operational and creative ability of BIG. The executive travel shows use a combination of new and existing content from the BIG video library in a format that has significant appeal to advertisers and sponsors. We are looking forward to negotiating further sponsorship opportunities of this type in the near future"

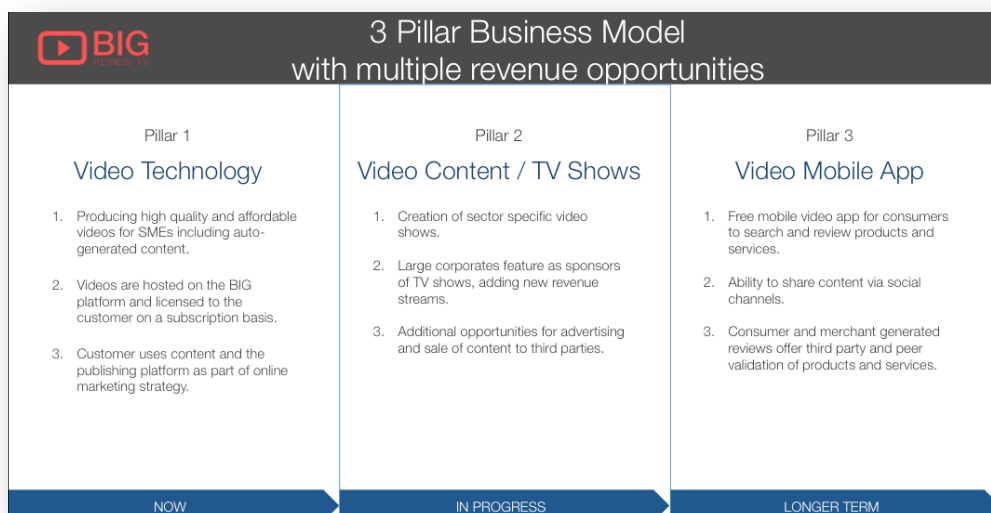
PILLAR 2 TAKES OFF

Video Content From Pillar 2 Provides Additional Revenue

Video content owned and produced by BIG forms Pillar 2 of the Company's business model. See diagram below. Video content is generated mostly as a by-product of Pillar 1 activity. To date the Company has produced over 90TB of video content for its video library. Advertising and sponsorship of this content provides the Company with additional revenue opportunities.

The Company confirms that revenue from Pillar 2 has not been factored into its revenue guidance to date.

The Company recently announced that cash revenue from Pillar 1 has been growing at an average of 50% for 8 consecutive quarters and on 7/12/16 provided guidance on reaching cash flow positivity for December Quarter FY17.



"This is a very significant development for the Company" said BIG's CCO and executive director Sonia Thurston who heads production of content and advertising. "To date we have been predominantly realizing revenue from our video subscription model. However, as big brand marketing budgets increasingly switch to video advertising, there is huge demand for good quality video content and BIG are perfectly positioned to supply it. Worldwide revenue from video advertising is expected to show an annual growth rate (CAGR 2016-2021) of 17.0 % resulting in a market value of US\$45.47b by 2021. Importantly, the agreement with British Airways validates BIG's business model and underlines our ability to deliver quality content for prestigious brands and thus fully leverage this massive market opportunity"

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ABOUT BIG REVIEW TV

BIG (ASX: BIG) is the parent company of Big Review TV Ltd. Big Review TV are innovative disruptors in the online video space delivering subscription based video technology products and services. The Company has operations across Australia and in New Zealand, the United Kingdom and the United States, Hong Kong, Singapore and Vancouver and was listed on the ASX in December 2014.

CONTACT

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