



ASX CODE: BIG  
30<sup>th</sup> January 2017

## **Big Un Limited launch Pillar Two Product: “Wayfarer” First Episode of Executive Travel Show Goes Live**

Big Un Limited (ASX:BIG, or ‘the Company’) is pleased to announce the release of the first episode of “Wayfarer” an executive travel series produced by Big Review TV as part of the joint venture partnership with The Intermedia Group. The “Wayfarer” series will air on BIG’s video platform, Intermedia’s platforms and on Big Review TV’s dedicated YouTube channel.

### **Pillar Two Takes Off**

#### **British Airways Sponsorship**

The “Wayfarer” series provides an executive travel guide to major global cities. The content is filmed on location using the Company’s global network of dedicated crew and is supplemented with content from its extensive video library. The “Wayfarer” series is presented by James Wilkinson, business travel editor for the The Intermedia Group. James is also travel editor of Time Out magazine and presents the business travel section of Sky Business News.

### **The Outlook**

#### **Multiple Revenue Opportunities from Flexible Content**

“Wayfarer” has been designed in a modular format by BIG to leverage existing video content and appeal to international global brands. Multiple sponsors from different categories are able to sponsor each episode thus providing significant revenue opportunities from the series. This revenue has not been included in any financial forecasts issued by the Company to date.

*“The Wayfarer series was conceived and created by the BIG and Intermedia teams and is designed to fully leverage the commercial and creative opportunities presented by the JV” says Sonia Thurston CCO and the executive director responsible for video production at BIG “It provides a template for online TV shows in other sectors like hair and beauty, food and hospitality. Short-form native content designed as video “infotainment” is in great demand and is replacing traditional TV advertising and marketing campaigns. BIG are perfectly placed to deliver this kind of content and we are currently in discussions with multiple international sponsors who have expressed an interest in featuring in our shows and in broadcasting our content”*

**The first episode of “Wayfarer” can be viewed today on <https://bigreviewtv.com> with further episodes due for release on a monthly basis.**

ENDS

### **CONTACT**

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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.