

**ASX Announcement | 28 October 2022**

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## **Australian Professional Leagues to launch Linus MatchVision for the A-Leagues**

### **Highlights:**

- **Leading fan engagement platform, MatchVision to be available to Australian Professional Leagues competitions including A-Leagues.**
- **Success from existing MatchVision deployments including Wolverhampton Wanderers (Wolves) of the English Premier League (EPL) and Club Brugge KV of the Belgian Pro League, driving industry attention and market momentum.**
- **First deal signed under enhanced partnership agreement with Swanbay, which enables Linus to directly sell the MatchVision solution integrated with Linus Video Services (LVS).**

**Melbourne, Australia – 28 October 2022:** Linus Technologies Limited (ASX: LNU) (**Linus or Company**) – the only cloud-based solution that transforms static video into hyper-personalised video experiences with its world-first Video Virtualisation Engine™ (VVE) – is pleased to announce a new agreement to provide sports solution, MatchVision, to the Australian Professional Leagues (**APL**).

The APL is a live action and digital sports entertainment business that holds the exclusive and perpetual right to operate, market and commercialise the top tier professional domestic football competitions in Australia. Known collectively as the A-Leagues, they are made up of the Isuzu UTE A-League Men, Liberty A-League Women, A-League Youth and the E-League. APL's vision is to unite Australian Football, establishing it as the most entertaining and popular sport by 2030. According to a 2021 report, over 3.6 million Australians support an A-Leagues club<sup>1</sup>. MatchVision will soon to be part of the APL digital ecosystem providing fans with a unique personalised video experience, designed to increase viewer engagement.

The initial deployment will see MatchVision rolled out on the Australian Professional Leagues' [KEEPUP.com.au](https://www.footballaustralia.com.au) website and mobile application in the December quarter. It will include current and recent season content from the men's competition and will be free to use by fans. Future extensions available include women's competition content, rollout to individual club websites, and Linus Search & Edit software for curation of content from the A-Leagues deep historical archive.

In its Investor Presentation and [Market Update](#) to Shareholders on 26 April 2022, the Company released details of a deeper partnership agreement with Swanbay to enhance go-to-market capabilities globally. This enables Linus to directly sell the MatchVision solution integrated with Linus Video Services (LVS), which has driven significant increase in the size and velocity of the commercial pipeline for sports. The A-Leagues is the first deployment agreed as a result of this new arrangement.

Deployment with the APL is a significant development for Linus.

It validates Linus' strategy to replicate MatchVision into new markets, leagues, clubs, and broadcasters which is anticipated to be valuable for rights holders around the world to drive engagement and monetisation of their recent and historic video archives. A-Leagues will be the third sport in Australia to deploy Linus' video solutions and the first league-wide deployment of MatchVision globally. MatchVision is offered via a term license and utilisation model and can be deployed within a few weeks of engagement.

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**Linus Chief Executive Officer (CEO), James Brennan, said,** “Football is known as 'The World Game' and MatchVision is generating significant increases in fan engagement across existing deployments in Europe, which in turn, is now attracting the attention of the wider sports community. Users watch twice as much video on average and stay on the websites/apps longer, delivering an increase of over 140% in dwell times. We have seen 35% return visitor rates with those visitors watching 6x more video! This success is now bringing new opportunities, increased deal momentum and speed to new revenue in multiple sports all over the world. Together with our great partner Swanbay, we anticipate even more success from MatchVision soon.”

MatchVision, provided in partnership with Swanbay and with Linus LVS at its core, is a unique video experience designed to increase fan engagement through personalised video compilations. Fans can choose specific actions from recent matches and create their own personalised highlights by selecting:

- **Stats+** to view all actions aligned to statistics such as goals, penalties, shots, saves etc.
- **Timeline+** to surface highlights aligned to the match timeline.
- **Player+** to view the actions of favorite players.

Swanbay CEO, Steve O’Meara said, “We at Swanbay.tv are delighted that the enhanced partnership agreement with Linus is generating opportunities globally in different sports. It will be great to see MatchVision deployed with Australian Professional Leagues, our first outside Europe. With both companies driving MatchVision into different regions we are seeing, and are confident of, even further global expansion.”

Under the terms of the contract with APL, Linus will license the Matchvision product to APL for deployment on the KEEPU.com.au website and mobile application. The scope of services includes virtualisation and enrichment of all A-Leagues video content, video search and assembly, provision of a responsive user interface, data analytics and branding customisation.

The deployment is expected to launch in December 2022. The initial term of the contract is 12 months, expiring in October 2023 with rolling one-year renewal terms subject to early termination on 60 days' notice after the first year. The contract also includes customary immediate termination rights.

Fees during the initial term are at a fixed monthly rate with scope for usage-based charges based on access. The contract also includes provisions for additional charges from further deployment on individual club sites, women’s competition content, historical archive, and the Linus Search & Edit solution, based on Linus standard rates. Revenue to be earned under the contract is dependent on its ultimate duration, take up of the service and the extent of any expansion of the service offerings into these additional areas.

The agreement is otherwise on terms and conditions customary for an engagement of this nature, including as to confidentiality, protection of intellectual property rights, data protection and privacy.

This announcement has been authorised for release to ASX by the Linus Board of Directors.

## About Linus Technologies Limited:

Linus' purpose is to elevate the educational, information, and entertainment value of the world's video through hyper-personalisation. We make it possible to connect and search vast libraries of video so users can create an infinite amount of personalised video compilations on-the-fly, providing the most relevant content to each viewer.

Our patented Video Virtualisation Engine™ (VVE) turns big, bulky video files into lightweight, searchable data that is enriched with AI and ML, making it easy and efficient for users to find and share what matters to them. Creators and owners of video can drive greater viewing, and ultimately monetisation of their video assets.

For more on Linus Technologies, visit [www.linus.com](http://www.linus.com)

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<sup>1</sup> October 12, 2021, Roy Morgan, Sydney FC is the most widely supported A-League club as support rises for the league overall, <https://www.roymorgan.com/findings/sydney-fc-is-the-most-widely-supported-a-league-club-as-support-rises-for-the-league-overall>