

ASX Announcement | 15 November 2022

Cricket Australia to Deploy Linus Archive Search & Edit

Highlights:

- **Agreement signed for deployment of Linus technology**
- **Cricket Australia to use Linus Archive Search & Edit to monetise its extensive archive**
- **Cricket Australia to create new content experiences for fans**
- **Launch will trigger new recurring revenues for Linus**

Melbourne, Australia – 15 November 2022: Linus Technologies Limited (ASX: LNU) (**Linus**) – the only cloud-based solution that transforms static video into [hyper-personalized video](#) experiences with its world-first [Video Virtualization Engine™](#) (VVE) – is pleased to announce that it has entered into an agreement with Cricket Australia to deploy Linus Archive Search & Edit to create new content experiences from its archive.

Cricket Australia has an extensive, high value video archive including all new and historical Australian cricket. It includes Australian Test, ODI, T20, Sheffield Shield and Big Bash competitions for men's and women's teams dating from 1980 to the present day. In total there are over 20,000 hours of content.

Searching through such an extensive archive is an overwhelming task, with many sports leagues and clubs grappling with how to unlock the value and monetise their deep video archives. Linus Archive Search & Edit, built on the Linus Video Services (LVS) SaaS platform, will allow Cricket Australia to easily search its archive for relevant content, quickly edit and publish it. That content can then be made available publicly through the cricket.com.au website, mobile app, social media channels, partner broadcasters, news agencies and other external organizations.

Linus CEO James Brennan commented, "We are thrilled to be working Cricket Australia, which has such an important position in the Australian and global sporting landscape. Their content has enormous viewing figures in Australia, the subcontinent, and globally – with billions of content impressions each season. Only the Linus LVS platform can support the creation of personalized video content from such a huge archive at this scale. By virtualizing their match footage archive through LVS, Cricket Australia will have the freedom and flexibility to publish more new content than ever and to rapidly create new engagement experiences for fans.

"Linus Archive Search & Edit will make it possible for Cricket Australia to quickly publish tailored content to these markets, meeting their goal of making more of their archive available to fans. This engagement is a huge endorsement for Linus and our technology."

The deployment is significant for Linus both in terms of Cricket Australia's confidence to deploy the solution and the parties' expectation as to take-up of the service given the extensive nature of the archive and popularity of the sport in Australia and globally.

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Cricket Australia will be the fourth major sporting league in Australia to utilize Linus solutions, joining the A-Leagues, the National Basketball League (NBL) and Racing.com. Further deployments with teams in the English Premier League (EPL) and Belgian Pro League showcase the global demand and opportunity for Linus in the sports market.

James Brennan continued, “Our clients and partners are seeing tremendous results from our technology that is already in market and in trials. This is speeding up our ongoing commercial roll out. With solid market penetration in Australia and key anchor clients in the UK and mainland Europe, we are focussed on quickly repeating these successes with new teams, leagues, broadcasters, and rights holders around the world.”

The service is expected to go-live in the coming months.

The key commercial terms of the agreement are:

- An initial 12-month term, with an option exercisable by Cricket Australia to extend by another year.
- An opportunity to monetise the service through advertising, sponsorship, and other revenue streams, with Linus receiving a significant revenue share percentage, billed via Cricket Australia's current processes. Revenue under this model is dependent on user uptake of the service.
- Upfront establishment fee and fixed monthly subscription fee.

The agreement is generally on terms and conditions customary for an engagement of this nature, including as to confidentiality, protection of intellectual property, security requirements and data protection, privacy and service levels.

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

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