

ASX Announcement | 23 March 2023

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## Linus Whizzard to Unlock the Value of Sports Archives for Inverleigh Media

### Highlights:

- Three-year commercial contract signed to integrate Linus Whizzard as a core feature within Inverleigh Media's archive management software ENGINE used by leagues, teams, and broadcasters around the world
- This initial deal enables Inverleigh to enhance searchability of assets held within ENGINE including those of SANZAAR, South Africa, New Zealand, Australia, and Argentina Rugby (<https://super.rugby/about-sanzar>), which includes the national teams of member countries
- This deal has potential to expand as Linus supports Inverleigh in bringing Whizzard to more of their customers' and prospects' sports and entertainment archives, as well as extending the solutions to include immersive fan engagement experiences for broadcast and OTT services.
- Whizzard gaining significant industry attention and market momentum; Inverleigh Media is the third sports partner to join the platform in the last few months, with Cricket Australia and A-Leagues joining in November 2022
- Whizzard is driving new recurring revenue and increased billing in the current quarter for the company

**Melbourne, Australia – 23 March 2023:** Linus Technologies Limited (ASX: LNU) (**Linus or Company**) – the only cloud-based solution that unlocks the value of video archives with immersive, deeply personalized viewer experiences via its Linus Video Services (LVS) platform – is pleased to announce a new agreement to provide its sports solution, Whizzard, to Intrepid Productions by Inverleigh Pty Ltd (**Inverleigh**), a global leader in premium sports content creation, management, and distribution.

Inverleigh, headquartered in Australia, is a global end-to-end integrated media company providing a range of services including content creation, production, rights management, content management and distribution via more than 600 broadcasters and their own OTT subscription service. They create more than 400 hours of premium, mainstream sports content every year, and their content library currently stands at over 2,000 hours of finished programming and tens of thousands of hours of match content. They represent a select group of premium live and event rights with global appeal. Further, Inverleigh is a full-service media partner providing ingest, tagging, storage, archive management, and development of digital solutions to suit all applications including the management of over 30,000 hours of historical sport and federation vision.

Linus will integrate Whizzard into Inverleigh's client facing media services platform 'ENGINE' and workflows, making their video archives more searchable and usable in multiple applications. Whizzard will enable Inverleigh's league, team, and broadcast customers to easily search its archive for relevant content, quickly curate and publish it. Content can be made available publicly to websites, mobile apps, social media, OTT channels, partner broadcasters, and other content licensors.

The initial deployment will see Inverleigh using Whizzard to enhance searchability of assets held within ENGINE for SANZAAR, (South Africa, New Zealand, Australia, and Argentina Rugby) (<https://super.rugby/about-sanzar>), which includes the national teams of member countries

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**Linius Chief Executive Officer (CEO), James Brennan, said** “We are excited to be working with Inverleigh to bring the power Whizzard to its Federation partners. It is such a thrill to be supporting powerful brands within SANZAAR with our solutions. I have been thoroughly impressed with the breadth of capabilities that Inverleigh offers to its customers around the world and I am pleased that they have chosen to add Linius as a core part of their platform and solutions.

“Whizzard is generating significant interest from rights holders, broadcasters, and leagues around the world. Owners of large archives are coming to realize the tremendous value within their archives, but they do not know which bits are valuable, how to find them or extract them. Whizzard makes it possible to unlock that value. Since the announcement of Whizzard at Cricket Australia in November, we have seen a tremendous increase in interest from current and new customers. We expect to see further deployments of Whizzard in the coming months.”

Beyond the initial deployment of Whizzard for SANZAAR, Linius and Inverleigh will partner to bring Whizzard to additional customers and prospects. Whizzard will be integrated into Inverleigh’s media management platform ENGINE and offered to customers as an additional service option. Further, once archives are virtualized, Linius and Inverleigh will partner to offer customers personalized fan engagement applications through its white labelled D2C offering FANDOO.

**Inverleigh CEO, Peter Wraith said** “We are constantly seeking new ways to add value to our customers and to differentiate our media services portfolio. Linius Whizzard solves an immediate need for our customers by making their archive searchable and it adds efficiencies in our content management workflows. More importantly, we see the potential that is created once these archives are virtualized and searchable. We are aligned with Linius’ vision for creating immersive personalized video experiences and look forward to bringing these innovative fan facing solutions to our customers.”

The deployment, expected to launch in the June quarter, is significant for Linius both in terms of Inverleigh’s confidence to deploy the solution and validation of Linius’ business model as the product expands into new sporting sectors in Australia and globally.

The agreement is for an initial 3-year term and includes a fixed setup fee, monthly license subscription, and ongoing usage-based fees which are dependent upon take-up of the service. Additional revenue opportunities exist as Inverleigh enables more customers with Whizzard and personalized fan engagement applications.

The agreement is otherwise 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.

Ends

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

## **About Linus Technologies Limited:**

Linus' purpose is to unlock the value of the world's video, creating immersive, deeply personalized viewing experiences. For the first time, we make it possible to find, curate, and utilize the valuable moments across vast libraries of video, enabling viewers to 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 monetisation of their video assets.

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

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## **About Inverleigh:**

Inverleigh, headquartered in Australia, and with offices in London and Los Angeles, is a global end-to-end integrated media company providing a range of services including content creation, production, rights management, content management and distribution via more than 600 broadcasters and their own OTT subscription service.

For more on Inverleigh, visit [www.inverleigh.com](http://www.inverleigh.com)

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