

ASX Company Announcement | Issue Date: 16 November 2017

## **NEWZULU PARTNERS WITH SEVEN WEST MEDIA FOR USER-GENERATED CONTENT FOR THEIR “SUMMER OF SPORT”: THE SYDNEY TO HOBART YACHT RACE, THE AUSTRALIAN OPEN, THE WINTER OLYMPICS AND THE GOLD COAST COMMONWEALTH GAMES**

Newzulu Limited (ASX:NWZ) (**Newzulu**) is pleased to announce a new partnership with Seven West Media (Seven, ASX:SWM) – Australia’s most-watched television network – to build a new app which will allow Seven to harness the power of their live audiences by collecting user-generated content at the largest sporting events for which they have broadcast rights.

The Seven-branded app will be powered by Newzulu’s user-generated content platform and will enable the network to curate and broadcast select content from across its multiple properties and social networks. The app will be widely promoted by the Seven throughout their “Summer of Sport” beginning with the December 26th launch of Seven’s coverage of the Sydney to Hobart Yacht Race and running through April to include the Australian Open Tennis, the Olympic Winter Games and the Gold Coast 2018 Commonwealth Games.

Commenting, Clive Dickens, Seven’s Chief Digital Officer, said: “This is a significant partnership for Seven coming at a time when we launch into an unprecedented wave of live free Premium sport, right across the screens of Seven. The new free 7branded app we launch will allow our audiences to share their experiences whilst watching these events.”

Commenting, Marc Milgrom, Newzulu’s CEO, said: “Millions of people will watch these events and the app we are developing with Seven will empower them to share their experiences throughout the Seven Network. We believe this can truly change the way fans engage with major sporting events.”

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## About Newzulu

Newzulu is a crowd-sourced technology and media company which facilitates the use of professional and user-generated content for broadcasters, publishers and brands to create a deeper engagement with their audiences. Newzulu's Platform is a web-based and mobile software that enables businesses to gather, organize, publish and amplify user-generated content at scale. Newzulu's Creative division provides crowd-sourced, creative film and video production for the digital age. Newzulu's Content division allows anybody, anywhere, with a mobile device and a story, to share news, get published and get paid. Headquartered in New York, Newzulu also operates in Toronto, London, and Paris. Newzulu operates in partnership with Associated Press (AP), Getty Images, Tribune Content Agency and Alamy in the United States, Agence France-Presse (AFP) in France, Press Association (PA) and Videoplugger in the UK & Ireland, Belga News Agency in Belgium, Canadian Press (CP) in Canada, Australian Associated Press (AAP) in Australia and other news agencies around the world. Newzulu has proposed to change its name to "CrowdSpark".

Further information can be found on [www.newzulu.com](http://www.newzulu.com).