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## **BALIWOOD LAUNCHES ON ISTREAM AS TV2U AND INDOSAT TARGET SUBSCRIBER GROWTH**

TV2U International Limited (ASX: TV2) (**TV2U** or **Company**) is pleased to announce that the iStream service, delivered in partnership with Indosat Ooredoo (PT Indosat Tbk) (**Indosat**) and powered by TV2U's IVAN-X content delivery platform, has now gone live with the full commercial launch of BALIWOOD channel onto the platform.

BALIWOOD content offering will consist of two on-demand channels and eight linear near on-demand channels with content being refreshed monthly. BALIWOOD user will be able to subscribe to weekly and monthly VoD and Linear packages.

BALIWOOD is one of several content owners, looking to release their unique VOD content and have this hosted exclusively on iStream 24/7 and offering a daily and monthly package to subscribers.

For rights holders, iStream offers detailed insights into consumer behaviour and viewing habits that aren't often available through other streaming services. Because of this, iStream represents more than just a delivery platform into the region. TV2U's underpinning technology makes it possible to identify when and where consumers are using iStream and what they're watching. Combined with other demographic data, it provides the insights necessary to create a personalised experience that'll keep viewers engaged in the long term.

iStream is available on the Apple and Android stores and via web browser. Going forward, Indosat will pre-load the iStream mobile app onto the smartphones sold to consumers. Subscribers can access the service through a range of subscription options designed to meet different content budgets, and, as subscriber numbers grow, TV2U's data analytics capabilities will be used to create additional monetisation opportunities through in-stream advertising.

### **Investor enquiries**

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#### **GLOBAL OFFICE LOCATIONS**

**BRAZIL**  
**PERTH**

**INDONESIA**  
**SINGAPORE**

**MALAYSIA**  
**UNITED KINGDOM**



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## About TV2U

TV2U provides a Complete "White Labelled" TV and Entertainment Managed Service from the Cloud lowering the barriers of market entry and operator risk by reducing the need for high upfront capital Investment or big-ticket operational overheads. Our Modular SaaS (Software as a Solution) that integrates seamlessly into an existing Operator's platform and workflow bringing Management, Security, Control and Delivery Efficiency Over Any Network to Any Device. TV2U provides a Personalized customer viewing Experience Whilst maximizing operator revenue through real-time Intelligence.

TV2U delivers a personalized individual viewing experience, by delivering content to a consumer based on their viewing. TV2U maximizes revenue by delivering personalized targeted advertising based on a geography, demographic or an individual. Advertising can be dynamically stitched into a live stream or for on-demand inserted pre and post content. TV2U's analytical platform is immediate, Individual, Interactive, Intelligent and Influential. TV2U providing a cloud managed service that attracts, wins and retains customers, using disruptive personalized managed campaigns. Providing a set of software tools that empower its clients to proactively drive revenue generation while reducing churn rates by maintaining existing customer retention.

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