

National Basketball League (NBL) signs up to Linus' Video Personalization Services.

Highlights:

- Linus has entered into a commercial agreement with the Hungry Jack's National Basketball League (NBL) for the provision of its Video Personalization Services.
- For the first time, the NBL will be able to provide every viewer with a hyper-personalized video experience.
- Linus video personalization services are applicable and replicable across all leagues, clubs, sports and to fans - globally.

Melbourne, Australia – November 26, 2019: Linus Technologies Limited (ASX: LNU) – the only cloud-based solution that transforms static video into [hyper-personalized video](#) experiences with its world-first [Video Virtualization Engine™](#) (VVE) – has signed a commercial agreement with the Australian National Basketball League (NBL) to launch personalised video services to Australian basketball audiences.

Transforming traditional videos into personalized virtual videos provides sports clubs and sporting leagues with the opportunity for increased viewer engagement and new revenue opportunities. Techcrunch state that fan engagement technologies are set to make the largest impact on sports in the next 12 months.ⁱ

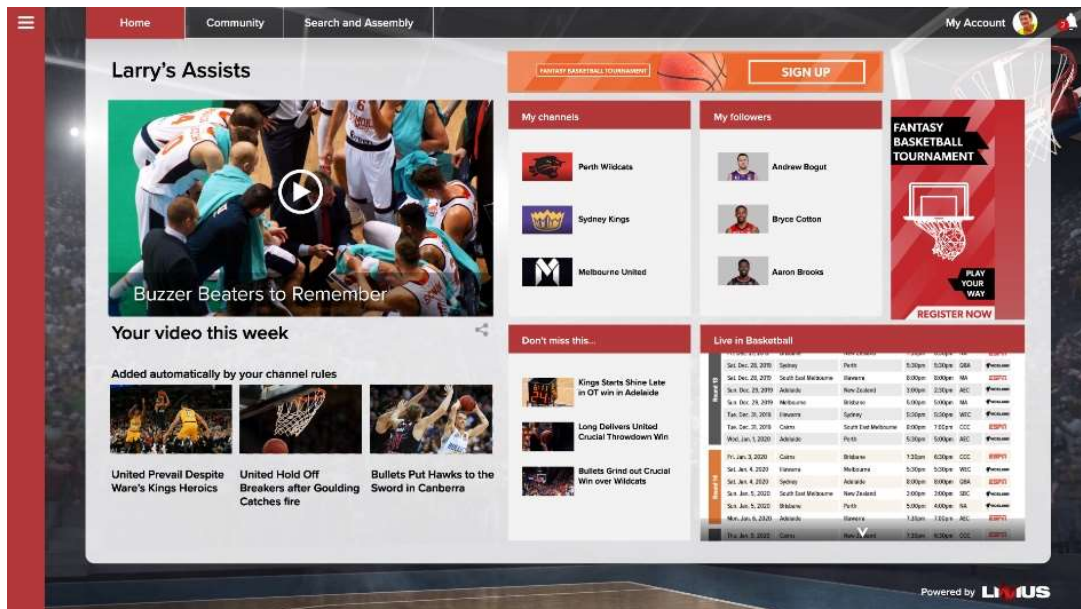


Image 1: NBL Personalized Video – illustration.

Linius CEO, Chris Richardson, commented:

“We are increasingly seeing sports clubs and leagues globally acknowledge and appreciate the immense value that personalization can bring to their bottom line. Personalizing content for viewers and fans of sports simply creates a deeper engagement, with which new revenue opportunities become apparent for these businesses. There are over 1 million men, women, boys and girls that play basketball throughout Australiaⁱⁱ and we’re looking forward to bringing personalized video experiences to them, and all basketball fans.”

As part of this deal NBL are strongly financially incentivized to introduce Linius services to all basketball leagues around the world.

The scalability for personalized experiences for fans around the world brings exciting commercialization opportunities for Linius. Basketball is the number two sport globally with over 200 countries participating in the sport, and over 450 million playersⁱⁱⁱ. The global sports media rights were worth USD \$49.5B in 2018 with basketball representing 8.6% of that share, however it is the only sport projected to achieve consistent double-digit growth over the longer term (2014-2021).^{iv}

NBL Owner and Executive Chairman Larry Kestelman said:

“We want our fans to watch basketball in whichever way they choose - where they want and when they want. Our fans can now watch the entirety of the 126-game season live across a multitude of streaming platforms and channels, and offering personalized video solutions allows us to take that one step further. It’s an opportunity to create richer engagement with the sport and a more personalized basketball experience, for every single fan”.

The agreement includes a fixed monthly service fee plus additional per video fees for advertising insertion with total revenue under the agreement dependent on take up of the service.

ⁱ Techcrunch, The Future of Sports Tech 2019

ⁱⁱ Basketball Australia Key facts [Basketball Australia: Key Facts](#)". SportsTG.com. June 2017

ⁱⁱⁱ Wikipedia, *Basketball in Australia* - https://en.wikipedia.org/wiki/Basketball_in_Australia

^{iv} Sports Business Consulting, Global Media Report 2018

About Linius Technologies Limited:

Linius Technologies Limited ([ASX: LNU](#)) has invented and patented the **Video Virtualization Engine™ (VVE)**, which is available on Amazon Web Services, Microsoft Azure and IBM Cloud.

Amazon, Microsoft and IBM are investing billions in virtualizing 'video services' (technologies) and Artificial Intelligence in the cloud^v. It is arguably the biggest battle on the internet, given that video accounts for nearly 80 percent of internet traffic^{vi}.

Only Linius can expose the data that makes up the video file, making cumbersome video as flexible as all other forms of data. Accessing the data within the video file is the missing link for video cloud service providers, creating unparalleled value across the internet video industry.

Linius' VVE-powered [Video Hyper-Personalization and Search Solution](#) enables anyone to instantly search the data within video, from across an infinite number of sources, and automatically assemble the results in a single stream on-the-fly. No human hands required.

Linius is revolutionizing the way organizations and individuals across the globe produce, deliver and consume video, enabling previously impossible hyper-personalized video experiences.

It's a breakthrough set to disrupt entire multi-billion-dollar industries. Linius is initially focused on delivering its Video Hyper-Personalization and Search Solution to six core markets: News and Media, Sports Broadcasters and Rights Holders, Education, Corporate Communications, Security and Defence, and Sports Betting.

For more on Linius Technologies, visit www.linius.com

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About The NBL

The National Basketball League (NBL) was founded in 1979 and is the premier professional men's basketball league in Australia and New Zealand. The NBL is currently comprised of nine teams; eight teams in Australia and one team in New Zealand. The teams are located in Adelaide, Auckland, Brisbane, Cairns, Melbourne, Perth, Sydney, and Wollongong.

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^v RS Components, *The Race for AI*: <https://uk.rs-online.com/web/generalDisplay.html?id=i/race-for-ai>

^{vi} Cisco, *Cisco Visual Networking Index*: <https://www.cisco.com/c/en/us/solutions/service-provider/visual-networking-index-vni/index.html>