

ASX Company Announcement | Issue Date: 25 November 2015

## **NEWZULU SIGNS MAJOR US NEWS PRODUCER TO SUPPORT CROWD-SOURCED NEWS CHANNEL**

Newzulu Limited (ASX: **NWZ**) is pleased to announce its strategy to produce crowd-sourced news television and online video channels from user-generated content built on the Newzulu technology platform (**UGC News Channel**). This strategy is now supported by a non-binding letter of agreement (**NBLA**) with leading US news producer, Regional News Network (**RNN**) that establishes a proposed framework for collaboration between Newzulu and RNN to develop innovative news television formats and channels in the USA. The UGC News Channel will source news content direct from the mobile devices of the national US audience using Newzulu's technology and will be carried via major US television, over-the-top (**OTT**) and online services. The NBLA contemplates a 5-year global technology licensing agreement, to be negotiated and mutually agreed by Newzulu and RNN, valued by Newzulu at US\$3,000,000 (approximately \$A4,145,164) and grants RNN priority rights in relation to certain capital raisings completed by Newzulu.

The UGC News Channel enhances Newzulu's existing content distribution business through international syndication partners and will offer a prominent showcase of Newzulu's crowd-sourcing technology to publishers, broadcasters and brands in the USA and worldwide. The UGC News Channel will enable Newzulu to accelerate revenues from the lucrative US market through direct engagement of its mobile applications and web platforms with an audience extending up to 115 million television households and up to 198 million mobile devices\*.

The extension of Newzulu's content business into television and online video channel and format development leveraging crowd-sourced content significantly expands the scope of the Company's business model and revenue streams. Newzulu also plans to develop new revenue streams from other crowd-sourced television and video channels powered by its technology in categories including politics, weather, entertainment, sport and social activism, though deals in the USA and in other key territories similar to the NBLA. RNN and Newzulu are continuing to conduct due diligence investigations with respect to the proposed collaboration between Newzulu and RNN. The detailed commercial terms of the NBLA are subject to further agreement and full form documentation.

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\*Nielsen

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### About RNN

Regional News Network (RNN) is a seven-time Emmy award winning US news producer based in New York that programs and manages nine news channels across linear, online, and OTT platforms with a reach of over six million homes through platforms including Verizon FiOS and Time Warner. The company owns and operates WRNN-TV, a full-power television station in the New York DMA, and RISE Television. RISE is a cable network distributed on Time Warner, Verizon FiOS and over the air on WRNN-TV DT2. RNN owns, operates, produces or master controls nine channels from its facilities in Rye Brook. RNN and its affiliates produce three 24-hour news channels in the New York DMA for its partners. RNN recently built a new state-of-the-art multi-platform content hub based around the philosophy of finding efficiencies by producing content in a centralized model with the latest technology. Further information can be found on [www.rnntv.com](http://www.rnntv.com).

### About Newzulu

Newzulu is a crowd-sourced media company that allows anybody, anywhere, with a mobile device and a story, to share news, get published and get paid. Headquartered in Paris, Newzulu operates bureaus in London, New York, Los Angeles, Toronto and Sydney. In February 2015 Newzulu completed the acquisition of leading Toronto based user-generated content marketing software company Filemobile Inc. Newzulu operates in partnership with Getty Images, Tribune Content Agency, Alamy, Agence France-Presse (AFP) in France, Press Association (PA) in the UK & Ireland, ddp images in Germany, Belga News Agency in Belgium, Canadian Press (CP) in Canada, Australian Associated Press (AAP) in Australia, Czech News Agency (CTK) in the Czech Republic, ITAR TASS in Russia, Agenzia Nazionale Stampa Associata (ANSA) in Italy, East News in Poland, Mahatta Multimedia in India, ANSA in Italy, Wikono Sociedad Limitada in Spain and Aflo Co., Ltd in Japan. Further information can be found on [www.newzululimited.com](http://www.newzululimited.com).