

ASX Company Announcement | Issue Date: 10 December 2015

## **NEWZULU SIGNS AGREEMENT WITH ABC NEWS**

- + Agreement signed with ABC, Australia's national public broadcaster, to use Newzulu's world leading crowd sourcing technology for gathering and producing crowd-sourced content from the ABC News audience across Australia.
- + Agreement provides technical and commercial validation of Newzulu's technology, platform and content.

Newzulu Limited (ASX: **NWZ**, **Newzulu**), the world's leading crowd-sourced media company, that provides coverage, content and technology to news agencies, publishers and brands, is pleased to announce that it has signed an Agreement with the Australian Broadcasting Corporation (**ABC**), Australia's national public broadcaster. The initial focus of collaboration under the Agreement will be crowd-sourced images, videos and live video streams from ABC News audience across Australia on Australia Day, in January 2016.

Under the Agreement, content gathered via Newzulu's technology platform has the potential to reach several million Australian television viewers, as well as to achieve installation on millions of Australian smartphones, leveraging the unparalleled reach of ABC News across the country in a collaborative initiative to demonstrate the value of crowd-sourced news. The Agreement with ABC aligns with Newzulu's corporate growth strategy, to license its Newzulu Platform and Newzulu Live technologies to world leading publishers, broadcasters and brands. The Agreement represents the first major agreement underpinning the Company's strategy to source content for syndication via its technology platform clients rather than through direct outreach.

Under the Agreement, Newzulu and ABC News will collaborate on projects involving the gathering and production of crowd-sourced content leveraging Newzulu's technology. The first project shall focus on gathering, producing and distributing content related to Australia Day on 26 January 2016 (**Australia Day Project**) across ABC's television, online and mobile platforms. The Agreement supports development by the ABC of other projects and multi-platform formats leveraging the Newzulu technology offerings. The Agreement establishes a framework for collaboration subject to the successful completion of the Australia Day Project with further commercial engagement and documentation expected by 29 February 2016.

Executive Chairman Alexander Hartman commented: "ABC News is a world renowned innovator in news broadcasting and audience engagement and we are excited that this collaboration will deliver Newzulu's technology and content to millions of Australian televisions, computers and mobile devices through the Australia Day Project. We are delighted to collaborate with ABC News to facilitate and pioneer the development of new special projects and multi-platform formats that leverage the power of crowd-sourced content and are based on Newzulu's technology."

ABC Director of News Gaven Morris commented: "The ABC has given audience members more control over how and when they access information - the next big shift will be exploring how we involve the community as much as we can in our coverage and our investigations. The public will increasingly say, 'I can help you research that' or 'I can contribute something to the coverage'. As a public broadcaster that is something important for us to explore."

- ENDS -

For further information, please contact:

Alexander Hartman  
Executive Chairman  
E: [alexassistny@newzulu.com](mailto:alexassistny@newzulu.com)

Karen Logan  
Company Secretary  
E: [karen@newzulu.com](mailto:karen@newzulu.com)

USA investor contact:  
Rudy Barrio  
DresnerAllenCaron  
T: +1 212 691 8087  
E: [rbarrio@dresnerallencaron.com](mailto:rbarrio@dresnerallencaron.com)

USA media contact:  
Len Hall  
DresnerAllenCaron  
T: +1 949 474 4300  
E: [lhall@dresnerallencaron.com](mailto:lhall@dresnerallencaron.com)

### About The Australian Broadcasting Corporation

The Australian Broadcasting Corporation (**ABC**) is Australia's state-owned and funded national public broadcaster. It plays a leading role in the history of broadcasting in Australia. With a total annual budget of A\$1.22 billion, the corporation provides television, radio, online and mobile services throughout metropolitan and regional Australia, as well as overseas through the Australia Network and Radio Australia and is highly regarded for quality and reliability as well as for offering educational and cultural programming that the commercial sector would be unlikely to supply on its own. Founded in 1929 as the Australian Broadcasting Company, it was subsequently made a state-owned corporation on 1 July 1932, as the Australian Broadcasting Commission. Although funded and owned by the government, the ABC remains editorially independent as ensured through the Australian Broadcasting Corporation Act 1983. Further information can be found at [www.abc.net.au](http://www.abc.net.au).

### 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 Societed Limitadaa in Spain and Aflo Co., Ltd in Japan. Further information can be found on [www.newzululimited.com](http://www.newzululimited.com).