

Big Review TV to partner with Site Tour

The directors of Big Un Limited are pleased to announce a partnership agreement with a cloud-based programmatic exchange for out-of-home advertising, Site Tour. Site Tour connects out-of-home media owners with Top 100 advertisers through a live and automated marketplace.

As part of the company's market growth strategy, Big Un Limited will roll out a pilot network of 500 ad-funded TV screens into its premium Big Review TV members across Australia, offering members free screens on which to showcase their Big Review TV produced video content whilst providing advertisers access to a currently untapped and highly valued retail audience.

"This partnership allows us to offer small businesses another powerful marketing tool as part of a Big Review TV membership package by providing an additional marketing channel for our members and expanding the Big Review TV eco system. In simple terms, our members will be able to showcase their Big Review TV video marketing directly to customers at point of sale via screens in addition to using it on their web sites, in social media posts and on bigreviewtv.com. We expect the offering to be very popular with our small business members and advertisers whilst increasing third party demand for our video content and promoting the Big brand" says Communications Director Sonia Thurston

CEO of Site Tour Michael Scruby said, "We're excited by this new channel to market. There's big advertiser demand for high street store sites and Big's network allows advertisers a targeted opportunity to reach a premium audience at the point-of-purchase."



Digital out-of-home media spend in Australia accounts for 18.8% of the \$602 million per annum out-of-home sector and is one of the fastest growing mediums worldwide.

The Big Review TV pilot will initially focus on providing 500 screens in Australian metropolitan areas with plans to expand into overseas markets later this year as Big rolls out internationally.

The first 500 screens will deliver advertisers an average daily audience of 100,000 people per day, with an addressable market value in excess of \$500 per day.



ABOUT BIG UN LIMITED

Big Un Limited is the parent company of Big Review TV Ltd. Big Un Limited listed on the ASX on 31/12/14 and is led by an experienced entrepreneurial team that includes Australia's youngest founder of a publicly listed company Brandon Evertz.

Big Review TV Ltd operate in the media and technology space providing online video content, video reviews and online marketing services to small and medium enterprise through bigreviewtv.com

Bigreviewtv.com is a brand new video review platform aimed at consumers. It is a video review platform that integrates video review shows, video marketing, and user-generated video content with social media via the Big Review TV app.

The **Big Review TV App** is a free video review mobile phone application that allows consumers to search and view video reviews of places of interest, and produce their own video reviews that upload automatically to Bigreviewtv.com and can be shared via social media networks.

The app can also be used by merchants as a video marketing tool to communicate with customers by uploading video news and updates to their business profile page on Bigreviewtv.com



THE BIG UNLIMITED ECOSYSTEM

Big Review TV products and services combine an exciting blend of emerging technologies and emerging market trends into an ecosystem and community for merchants and consumers that is fun, informative and easy to use.

The business model generates income and provides multiple revenue streams. Having established a substantial early mover advantage in the video review space, the company is actively pursuing an international roll-out strategy during 2015/16

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