



ASX CODE:BIG

MOBILE VIDEO APP SET FOR PUBLIC LAUNCH

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HIGHLIGHTS

- Big Review TV consumer mobile app now ready for public launch and patents lodged
- Successful beta testing completed with positive results achieved and over 26,000 downloads to date
- Mobile app is expected to drive consumer and member engagement and affords the Company the ability to capture a wider market share
- Full marketing campaign to promote the app to commence in Q1 2016, expected to substantially accelerate user growth
- App provides monetisation opportunities as features and in-app purchasing options are introduced

Big Un Limited (ASX:BIG, 'BRTV' or 'the Company') is pleased to announce its Big Review TV mobile video app is now ready for public launch.



The app is available to download for free in the Google Play store and Apple's App Store globally, significantly expanding Big Review TV's ability to target a wider audience and capture a substantial market share.



The app has been in development and beta testing for the last 12 months and will now be actively marketed to Big Review TV' s 11,000+ members, with a full consumer marketing campaign to commence in Q1 2016.

The mobile video app is a key feature of the Company' s unique video ecosystem and provides users with the following features:

- Records 20 seconds of video content
- Promotes user generated video review content
- Provide free video marketing for Big Review TV' s SME members
- Facebook integration - Auto generates video posts to users Facebook page
- Youtube integration - Auto generates video posts to Youtube
- Allows video content to be uploaded to the Big Review TV platform from any location in the world
- Allows users to share video content with friends and followers
- Allows consumers and businesses to interact via video using the Big Review TV platform.
- Allows users to search and view consumer and business generated video content

The mobile video app was developed in Australia and patents have been lodged.

Beta testing of the app began in October 2014 and has resulted in over 26,000 Android and iOS downloads during this period. Despite being in beta the app currently scores a 4.5 out of 5 rating in the Google Play Store.



Big Unlimited has reported strong growth in membership numbers and 50% revenue growth quarter on quarter. To date revenue has been generated from in-house video production. Additional revenue opportunities now exist as large volumes of video content is uploaded and shared across the Internet, potentially providing Big Review TV with global content, a rich database and engaged user-base.

Development and improvements to the app continue and the company intends to launch a second-generation version of the app in Q3 2016 that may include a small fee for access to additional features.

The company expects the video app to provide a significant contribution to the business over the next 12 months as online video content continues to become essential for business search ranking and to ensure consumer engagement.

Brandon Evertz, Co-founder and Executive Director commented:

"We' ve developed what we believe is the first socially-integrated, free video marketing tool for our members, and more importantly, the world' s first interactive video ecosystem.

"Having reached over 11,000 members we have a substantial and engaged member base who will be invited to download the video app, upload regular free video updates about their business and promote it to their customers. We have conservatively estimated that if each business receives ten customer reviews there is a potential 110,000 downloads and hundreds of thousands of video' s being uploaded to our platform and shared on Youtube and Facebook, delivering significant virality to the app and our video content."



Contact

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ABOUT BIG REVIEW TV

Big Review TV operates in the media and technology space providing online video content, video reviews and online marketing services to small and medium sized enterprises.

Big Review TV is the world's first video review platform that combines short video reviews with TV style review shows and peer generated video reviews made via the "Big Review TV" video app. The platform allows users to search and find entertaining videos for places to eat, play, stay or shop anywhere in the world and it actively encourages users to contribute to Big Review TV content by videoing and uploading their own reviews to the Big Review TV platform.

Big Review TV capitalises on three massive trends in the digital media space – online video, peer generated content and mobile video creation and sharing apps. Importantly, Big Review TV is actually solving a very real problem in the B2B space by producing high-quality and affordable content for brands.