

## BIG REVIEW TV VIDEO CONTENT VIEWS GROW EXPONENTIALLY

### Highlights

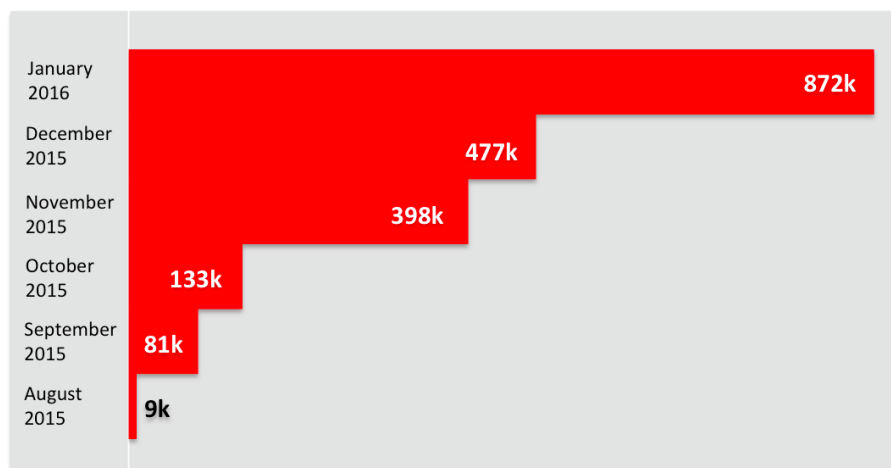
- Views of BRTV video content experienced exponential growth over the 6-month period from August 2015 reaching a total of 1.9 million.
- Unique views for January alone totaled in excess of 870,000 and the growing trend has continued into February
- More than 13,600 videos have been produced to date and are available to view on the BRTV video platform.
- Impressively, BRTV video content is achieving an average 62% watch rate with some content achieving watch rates of 85%.
- As views of content continue to grow BRTV video content becomes an increasingly attractive option for sponsorship, advertising and marketing providing significant revenue opportunities with third party advertisers.

Big Un Limited (ASX:BIG, 'BRTV' or 'the Company') today announces that its video content has achieved over 1.9 million unique views during the 6 month period since the Company made its content public in August 2015.

Views have been consistently increasing at an average of 233% per month and a total in excess of 870,000 unique views were achieved in the month of January alone and the Company expects this increasing trend to continue throughout the year.

Views were generated across multiple devices in key countries of Australia, New Zealand, USA, Singapore and Hong Kong with mobile devices accounting for ~40%.

### BRTV Unique Views Across the Platform



Big Review TV's video ecosystem creates, curates and connects video content to consumers. The video platform bigreviewtv.com now hosts over 13,600 videos, exclusively filmed and produced by BRTV. Videos feature short-form content from small businesses across Australia, NZ, UK, US, Hong Kong and Singapore that are all produced in-house using BRTV's intellectual property. Businesses are provided with access to low

cost, high quality video content that they can purchase for as little as \$399, with the additional option to become a paying subscriber to license the content.

As Internet search algorithms begin to favour the use of regular and relevant video content, BRTV anticipates strong demand for its short-form, affordable video content as companies look to enhance their digital footprint and marketing strategy.

### **Revenue Generation Opportunities Increased from Pillars One and Two of the Business Model as Views Grow**

As views of BRTV content continues to grow, the Company's revenue opportunities are increased in the following ways:

- Enhances the offering for SMEs by providing access to a wider group of consumers to promote and market services to and, therefore, is expected to grow the subscription revenue BRTV receives.
- Growth of views and extended watch times by consumers will increase the stickiness of the business model and enable BRTV to leverage third party sponsorship and advertising opportunities by offering businesses access to a significant and engaged target audience.

The Company has significant potential to become a leading player in the video content and marketing sector as it continues to grow its content view numbers. Based on platform views of well-known sites there is evidence that BRTV can also become a multi-million dollar business. If the current growth rate in views continues, BRTV expects to have over 1 million views of its content by the end of the March quarter and a minimum of 12 million views by the end of 2016 calendar year, presenting substantial revenue opportunities for BRTV.

Brandon Evertz, founder and Executive Director commented:

*"The growth of views our video content has achieved since we made it available to the general public last August is incredibly encouraging. With watch rates of over 85%, it is well ahead of industry averages and clearly demonstrates the quality and engaging format of our content. The growth in views combined with high levels of watch time highlight the additional opportunity of revenue from Pillar Two of our business model through advertising and sponsorship of content. The global spend on video advertising is predicted to reach \$27bn by 2018 and we're poised to take a percentage of that"*

### **Growth of Video Content Consumption on Mobile to Drive Pillar Three of the Business Model**

The increase of video content consumption across mobile validates the Company's launch of its BRTV mobile application in November 2015. Mobile devices are expected to become the main platform for viewing online videos, with consumption growing from 22.5 minutes per day in 2015 to 30.4 minutes in 2016 (Source: [Digital Content Next](#)).

As views of content increase BRTV anticipates high consumer demand for its recently launched mobile video review app and further revenue opportunity from Pillar Three, which includes potential opportunities from mobile advertising, analytics and additional app features.

**ENDS**

For media

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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.