



ASX CODE: BIG

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New Video Technology to Increase Productivity

Company Prepare Pathway to Profit

- New video workflow technology developed by BIG allows company to auto-generate large volumes of promotional video utilising existing video content library
- Auto-generated video content expected to increase business productivity by up to 60% and to provide substantial financial savings
- Video software and systems able to deliver thousands of short videos per week to customers across all verticals
- Auto-generated content to be initially offered to 18,000 strong member base and The Intermedia Group's 300,000 SMEs, accelerating market penetration
- Auto-generated content operations will commence in November, and are expected to lead the drive towards a profit in FY16/17

Big Unlimited (ASX:BIG or the Company) are pleased to announce the integration of disruptive video workflow technology that will enable the Company to deliver thousands of short videos per week.

The disruptive video workflow technology uses Big Review TV's substantial content library of wholly owned video content to produce short tailored videos in all vertical markets. The automated method eliminates the requirement for on-location filming and is therefore expected to increase productivity by up to 60% and provide substantial cost savings.

The Company anticipates being able to automatically produce thousands of videos per week at an average production cost of less than \$2 per video. The move is in alignment with the Company's focus on delivering disruptive video technology. The increased productivity will allow BIG to focus its on-location filming resources on higher revenue generating video products and projects.

Brandon Evertz, Executive Director, BIG Unlimited commented: "We have been investing in building a substantial video content library and we have now achieved critical mass, having huge amounts of video content available in all verticals. This puts us in a strong position and gives us the ability to deliver a unique video product at very little cost, which will in turn enable us to scale globally, and rapidly."

"To date, the Australian market has been valuing this business as a video production company. Indeed, our success in generating significant early revenue growth has been largely achieved through disruptive video production and licensing of our video content to participating SMEs. This new technology allows us to move to the next phase of our business plan via leveraging and re-purposing our vast content library. This places BIG firmly in the video technology space and enables us to stay ahead of the global video technology curve," said Hugh Massie Chairman.

Monetisation of the Product

- *Promotion to existing member base*

The auto-generated product will be offered to BIG's 18,000 strong membership pipeline. It will also be hosted as free business listings on its video review platform bigreviewtv.com. Businesses wishing to license the auto-generated content for their own marketing purposes will be charged \$399 for a 12-month period. In alignment with the BIG business model, the Company expects a significant proportion of recipients to upgrade to higher value video products. The Company currently achieves an ARPU of \$1200 for its video products.

- *Roll-out to The Intermedia Groups SME customers*

Through the Company's JV partnership with The Intermedia Group, it has access to over 300,000 Australian businesses. These businesses will be gifted an auto-generated video embedded inside their business profile page on bigreviewtv.com and will then be up-sold the product and other packages.

- *Acceleration of penetration into online directories and business listings*

BIG anticipates that this initiative will allow the Company to significantly accelerate market penetration for BIG's video content into online directories, business listings, and trades and services in vertical markets.

Next steps - Paving the pathway to profitability

The auto-generation technology will first be launched in Australia, and then expanded into overseas markets.

Following the roll out of this first phase of auto-generated content, the Company's focus is on delivering a more sophisticated video product with additional features that will generate higher subscription fees.

This latest step in disruptive video production and delivery demonstrates the significant value of video content inherent in pillar two of the Company's business model. The re-purposing and further monetisation of BIG's wholly owned video content provides efficiencies and savings in its filming and editing processes, and opportunities for syndication and advertising revenue as the company prepares the pathway to profit in the financial year 2016/17.

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About Big Un Limited (ASX:BIG)

BIG is the parent company of Big Review TV (BRTV), which is the world's first video review platform providing online video reviews. Big Review TV's B2B service provides on-site, low-cost video technology, content and online marketing services to small and medium-sized enterprises. BRTV are innovative disruptors in the video space and are in the process of building a SaaS 'go to market' global digital strategy. BRTV has built a pipeline of over 21,000 customers and has operations across Australia and in New Zealand, the United Kingdom and the United States, Hong Kong, Singapore and Canada and was listed on the ASX in December 2014.