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## ASX ANNOUNCEMENT

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### TV2U - INDONESIA BUSINESS UPDATE

TV2U International Limited (ASX:TV2) announces that it has successfully completed a ground-breaking proof of concept of its IVAN-X platform deployed at Indosat Ooredoo, Lemmon.id and Benjaminlive.com's Soundboxxx not for profit music event, featuring some of Indonesia's most well-known hip hop musicians (Figure 1).

The Soundboxxx event enabled TV2U to demonstrate the power of its IVAN-X platform under extremely demanding conditions, streaming nationally in Indonesia and internationally, while delivering exceptional quality of service and quality of experience.

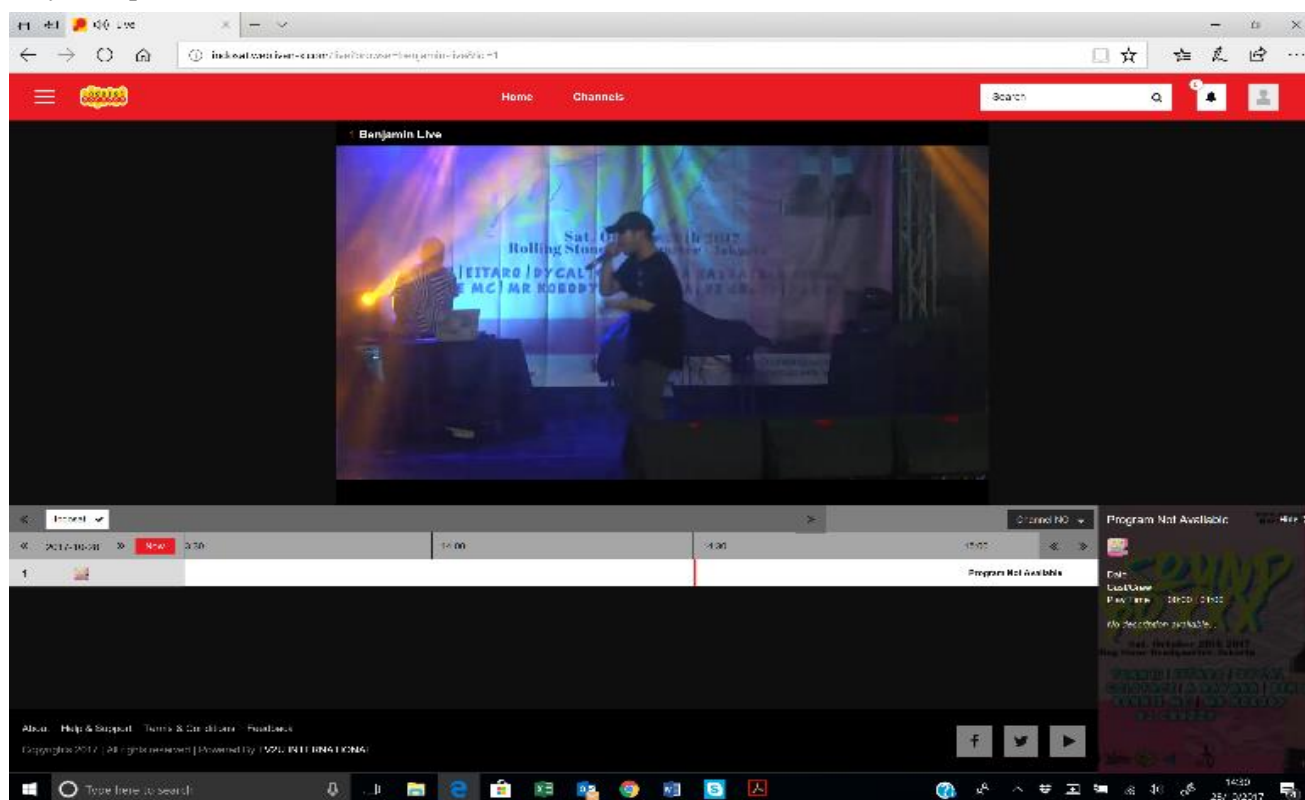


Figure 1 – Screen shot of the Broadcast

Through TV2U's IVAN-X Cloud Service, content was streamed seamlessly to any device, on any network, anywhere in the world. This high quality service was launched in under 24 hours, highlighting how content owners & operators can quickly & efficiently use IVAN-X to bring their own-branded services to consumers.

In total, TV2U streamed over ten hours of content, including archived content prior to the gig and more than two hours of live footage, without a single error, including buffering or artifacts.

IVAN-X enables any operator of any size to upload their content to the cloud through an innovative web-based interface, and deliver it via a bespoke consumer-facing app and go-live service that is device and network agnostic. As the proof of concept proved, content owners are able to launch their offering as quickly as the day after uploading material, as well as live content.

*“We were amazed by the service provided by TV2U, and by IVAN-X’s ability to quickly and efficiently serve engaging content to our viewers,” said Putera Ajie, Indosat Ooredoo.*

*“The delivery was flawless, and it enabled us to offer a rich, discoverable and personalised proposition to our subscribers.” Lemmy Ibrahim of Lemmon.id added.*

*In addition to creating a compelling offering for consumers and providing a new way for Indosat Ooredoo to engage with its customer base, IVAN-X also delivered real-time analytics for the live and on-demand video. As a result, the service provider was able to understand how, when and where content was seen, consumed and shared by viewers, and can use this insight to enhance its service in the future.*

*“IVAN-X is reshaping the OTT landscape, and we showcased its enormous potential at Soundboxxx, demonstrating what it can deliver,” commented TV2U Chairman, Nick Fitzgerald. “OTT delivery was once highly challenging, expensive to deploy and full of complexity, now IVAN-X makes it possible for content owners to cost-efficiently engage with any user at lightning speed. IVAN-X will power new and exciting revenue streams for operators and content providers.”*

## **OTT BUSINESS UPDATE IN INDONESIA**

Tv2u continues to press ahead with its in country partners PGASCOM and SMARTFREN to ready all systems in preparation for the December 2017 launch of the OTT business in Indonesia as follows:

- PGASCOM and SMARTFREN’s engineering teams are currently undertaking the network integration.
- TV2U has commenced integration with SMARTFREN’s billing system.
- StackPath have entered an agreement to partner with TV2U and have commitment to deployment the CDN (Content Distribution Network) for the region of Indonesia to ensure quality of service at launch.
- SMARTFREN have advised TV2U they intend to offer a mix of Premium International Live Channels to include Movies, Lifestyle, Kids, News and Sports combined with FTA (Free to Air) to all its customers as a subscription package at commencement.
- SMARTFREN to also offer free content bundled with its premium data package which is to launch 3 months after launch of the first service. SMARTFREN will guaranteed minimum subscribers in Year One of 800,000, Year Two 1,400,000 and in Year Three 2,200,000.
- TV2U will generate revenue from customer subscription package and on all content bundled data subscribers this includes those customers that may not consume content.

*TV2U Chairman, Nick Fitzgerald commented that “After our successful proof of concept we are now focussed on the back office administration to be ready for our launch. Our team is flat out and we are making up time caused by the delay of contracts between PGASCOM and SMARTFREN.”*

### **Content**

TV2U are in negotiations with a major Hollywood Label for an On-Demand service to complement its premium live channels. The content package being offered will be a rich offering of premium movies and TV series’. This package will be exclusive to TV2U starting in the region of Indonesia. TV2U will be able to compete against any Video on Demand Service in the market today because it will be the latest and highest demand content at a competitive price.

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## **ABOUT TV2U**

TV2U is a global complete entertainment platform that enables businesses, such as telecommunications companies, to quickly and easily offer streaming content to their customers. The service includes movies, television programs, karaoke content and games through an encrypted channel for enhanced copyright protection. TV2U also offers unique real-time viewership analytics to enable businesses to send highly targeted advertising to end-users to maximise their revenue streams. TV2U is changing the face of online entertainment and advertising.

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### **GLOBAL OFFICE LOCATIONS**

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