



ASX: BIG  
7<sup>th</sup> June 2017

## U.S. Update: Big Review TV Partner with Marriott International Marriott's new mobile app to feature Big Review TV video content

Big Un Limited (ASX:BIG, or 'the Company') is pleased to announce an agreement between Marriott International Inc. and Big Review TV Ltd for the Company to supply video content for the Marriott's newly released Marriott mobile app. The Marriott mobile app was released on February 9<sup>th</sup> this year to over 12 million Marriott Reward Members and delivers dynamically adjusted content to its users.

### Video Technology

#### BIG video content

Big Review TV teams in the US and Australia recently filmed and produced a selection of short videos to showcase Marriott hotel features to be delivered via the Marriott mobile app. Upon the launch of their mobile app, George Corbin, Senior Vice President of Digital, Marriott International said "Smart devices are now everyone's indispensable travel companion, as more and more travellers increasingly expect to have their needs satisfied using their mobile phone. Marriott is using mobile to introduce and revolutionise the next generation of customer service to travellers worldwide, delivering a far more personalised and anticipatory stay experience."

### US Initiative

#### BIG's global footprint attracting global brands

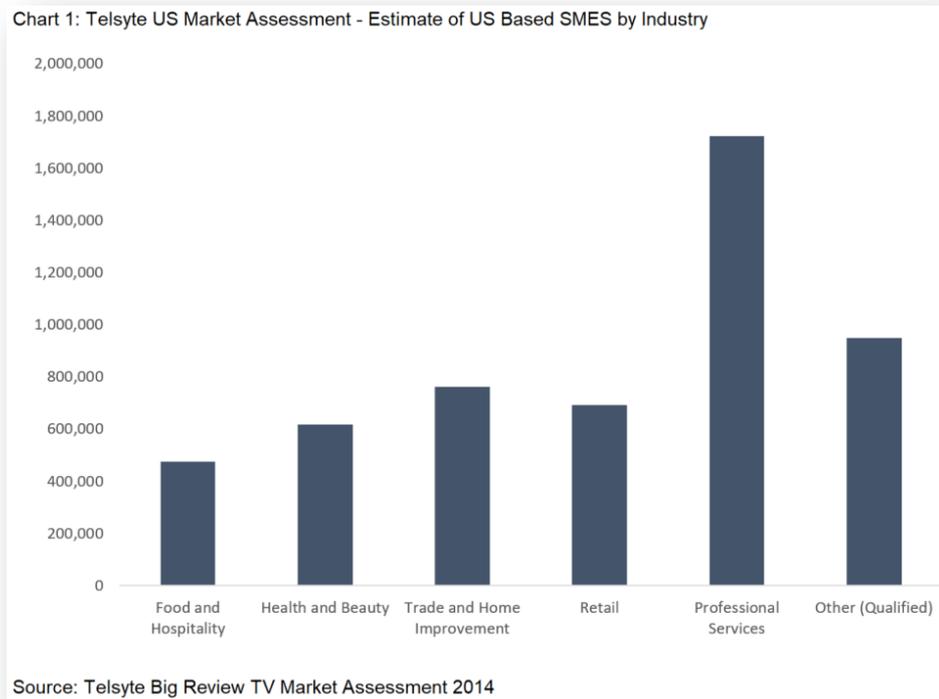
The video supply contract with Marriott International originated via BIG's operational team in the US. Brandon Evertz CEO of Big Review TV said "I believe our ability to service the Marriott's global video requirements and deliver high quality, short-form, native and international video content was key to being selected for this exciting project. *Indeed, BIG's unique ability in this area will be a key factor for many other international organisations and large global platforms looking for video content going forward*"

Marriott International is the world's largest hotel company with 6000 properties in more than 120 countries. The company's leading brands include Bulgari, Ritz-Carlton, Sheraton, Le Meridien and many more.

## US Outlook

### BIG building its US footprint

The US market represents a key opportunity for BIG products with over 5.2m SME's identified by Telsyte market research as being immediately suitable to take advantage of BIG's SME focused video subscription packages.



The Company began exploratory operations in the US in 2015 and is operational in NY, California and Texas. BIG's global expansion strategy has been trialed in Australia and includes partnering with local, trusted SME aggregators to facilitate swift and cost effective market penetration. As the brand becomes established in the US, BIG intends to expand its product offering to include specialist corporate and NFP products in alignment with products currently offered in the Australian market. It will also continue to develop and build upon existing US relationships within the travel industry. To date the following has been achieved in the US:

- On-boarded over 1,000 US businesses.
- Produced video for over 600 members.
- In April, the Company began offering show packages to the US customer base and over this 2 month period has signed membership agreements with an Annual Contract Value ("ACV") of over USD1.2m.
- Filmed and produced 6 US based episodes of BIG's Wayfarer Travel Show featuring guides to New York, Los Angeles and Hawaii
- BIG is currently in discussion with a number of potential US partners/aggregators in line with the aforementioned global expansion strategy

US Census figures recently identified 4 of the 5 fastest growing US cities in Texas. BIG's focus for Q1 FY17/18 will be to further develop and leverage the company's growth and revenue in Texas followed by continued growth in NY and California Q2 & 3

ENDS

## **CONTACT**

Corporate Enquiries

Sonia Thurston

Executive Director

[sonia@bigreviewtv.com](mailto:sonia@bigreviewtv.com)

## **ABOUT BIG REVIEW TV**

BIG (ASX: BIG) is the parent company of Big Review TV Ltd. Big Review TV are innovative disruptors in the online video space delivering subscription based video technology products and services. The Company has operations across Australia and in New Zealand, the United Kingdom and the United States, Hong Kong, Singapore and Vancouver and was listed on the ASX in December 2014.