

Italy's largest Pay-Tv Broadcaster, Sky Italia, to trial Linus Personalised TV.

Melbourne, Australia – June 9 2020: Linus Technologies Limited (ASX: LNU) – the only cloud-based solution that transforms static video into [hyper-personalized video](#) experiences with its world-first [Video Virtualization Engine™](#) (VVE) has received a purchase order from Sky Italia for the provision of its personalised TV solution.

Highlights:

- Linus Technologies has entered into an agreement with Italy's largest Pay-Tv broadcaster, Sky Italia.
- Sky Italia has issued a purchase order to acquire Linus' services for the development of a Personalized Channels proof-of-concept.
- The purpose of the PoC is for Sky Italia to conduct a closed trial to:
 - test user engagement and reaction to personalized TV
 - facilitate commercial modelling for future public release to its subscribers
 - provide insights into future product design
- Existing research by Quantum Market Research of Sky UK subscribers indicates 96% of viewers want personalized channels and will pay a premium for it.
- The trial is expected to focus on sports and notably Serie A, EPL and Champions League football.
- The deal term is a one-off trial fee that includes a personalized channel builder, video virtualization and enrichment, and trial support for USD \$39,250.
- Given the current global uncertainty, trial dates are yet to be finalised.

A video demonstration of personalized channels in sports can be [accessed here](#), along with the UK research report by Quantum Market Research.

Authorised by the Chairman

About Linus Technologies Limited:

Linus Technologies Limited ([ASX: LNU](#)) has invented and patented the **Video Virtualization Engine™ (VVE)**, which indexes, analyzes and tags each frame in a conventional video file and transforms it into a fully searchable Virtualized Video. The virtualized video can then be personalized and re-sequenced 'on-the-fly' according to search criteria, user preferences and any other business rule.

Linus works in conjunction with its key partners:

- ✓ **AWS** – Linus technology is built on Amazon Web Services.
- ✓ **Microsoft** - where-by the global Microsoft salesforce is incentivized to sell Linus solutions.
- ✓ **IBM** - to accelerate the deployment of digital asset workflows on the cloud.
- ✓ **Stats Perform** - to deliver the world's leading sports time-stamped metadata into solutions.

For more on Linus, visit www.linus.com

About Sky Italia

Sky Italia is an Italian television platform operated by Sky, itself owned by Comcast. The audio-visual media service provider offers both pay-tv and free-to-air television to its viewers through its multiple channels and services offerings. The company operates as a publisher of content, and an agent for advertising sales and activities.

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