

## NBL launches Linus Sports Solution

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### Highlights:

- NBL launches Linus personalized TV channels for its fans
  - NBL viewers can generate their own hyper-personalised TV channel, playing exactly the video content each individual wants to watch
  - The launch will trigger new recurring revenues for Linus
  - Linus has productised the solution for ease of roll out to further sporting leagues
  - NBL incentivised to introduce the solution to other basketball leagues around the world
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**Melbourne, Australia – 17 March, 2021:** Linus Technologies Limited (ASX: LNU) (**Linus**) – the only cloud-based solution that transforms static video into [hyper-personalized video](#) experiences with its world-first [Video Virtualization Engine™](#) (VVE) – is pleased to announce that the Australian National Basketball League (**NBL**) has launched Linus' personalized TV channels for its fans.

NBL fans can now build their own personalized TV Channel via the NBL website. Each fan can input their own preferences such as favorite team, players, actions and matches, and a new video content stream will be instantly created to their specific requirements. They can edit and share their channel, generating followers. Their channel automatically updates when new content matching their individual preferences becomes available.

This is the first service of its kind in the world, with no other known technology able to deliver personalized TV channels with viewers dictating the content within the actual stream.

### NBL Owner and Executive Chairman Larry Kestelman said:

“This unique service provides an opportunity to extend the reach of our sport by allowing our fans to curate and share their own channels. We want our fans to be able to watch basketball in as many different ways they choose and enjoy the game with family and friends in what is another fantastic season.”

### Linus CEO, Chris Richardson commented:

“After many Covid related delays we are delighted to see the 2021 NBL season underway. We are equally thrilled with what really is a ‘gold standard’ deployment of personalized TV via the Linus Sports Solution.

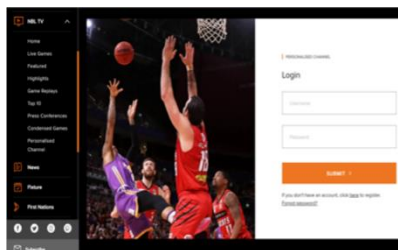
Whilst the revenue to be generated from commencement of the service is pleasing, the real significance of the launch of the Linus Sports Solution in market is that it will greatly assist in generating new sales of the technology to new clients globally. Our strategy remains to generate repeat sales of proven Linus technology.”

### How the solution works:

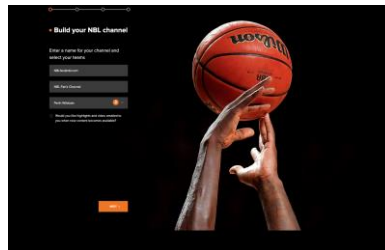
Linus' patented video virtualisation technology allows each and every NBL fan to create their own personalised TV channel. No two channels need be, nor are likely to be the same. Linus takes the individuals preferences and instantly assembles the content from within the NBL archive, and presents it for viewing on the NBL player.

In the traditional non-virtual video world a human must access the archive, download the files, find the pieces of video they want, edit them, stitch them together, creating a new video file that is then reloaded into the broadcasting system for eventual viewing. To produce millions of personalised streams without Linus is extremely expensive and slow, which is why viewers all receive exactly the same channels. Linus does this entire process programmatically and in milliseconds.

The steps for a fan are as follows:



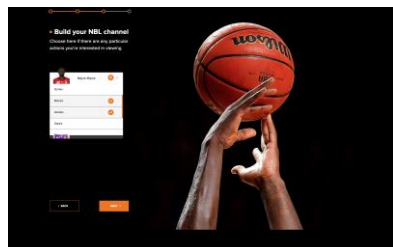
**Step 1:** Fans will click on 'Personalised Channel' under the NBL TV menu at [www.nbl.com.au](http://www.nbl.com.au) to login and create their own channel.



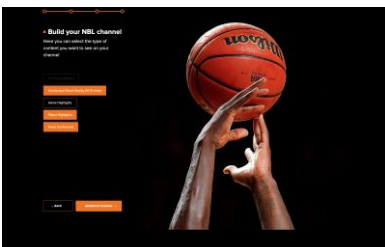
**Step 2:** Fans name their channel and select their favourite team, or any number of teams.



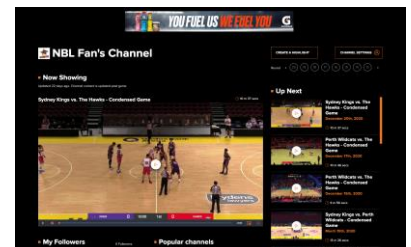
**Step 3:** Fans select their favourite players they wish to follow.



**Step 4:** Fans select the actions they want to watch, such as dunks, blocks, assists, and steals.



**Step 5:** Fans select the type of content such as full game replays, game highlights, player highlights or press conferences.



**Step 6:** The channel is instantly assembled and delivered back within seconds and is continually populated with refreshed NBL footage each time they log in.

NBL have advised that they are launching the service with their most up to date video content, including all of the current season's games and other content such as player and coaches interviews, will add content as they occur. Historical content from past seasons will also be added in the near future.

Revenue comprises a recurring monthly fee from the NBL plus a share of sponsorship and advertising income received by NBL through the Linus solution. Aggregate revenue is dependent on the level of that income and uptake of the service.

Whilst the generation of revenue from the Linus Sports Solution is an important milestone for Linus as it commercialises the technology, Linus believes that the launch of the solution is significant and a groundbreaking moment for TV viewership and that it will greatly assist in the active marketing of the solution to other sports leagues. The NBL is incentivised to introduce the Linus Sports Solution to other basketball leagues globally.

This announcement has been authorised for release to ASX by the Linus Board of Directors.

**About Linus Technologies Limited:**

Linus is a global software-as-a-service company headquartered in Australia, with operations in London, New York and Europe. Linus 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.

Linus' technology exposes the data that makes up the video file, making cumbersome video as flexible as all other forms of data. Accessing the data within the video file is the missing link for video cloud service providers, creating unparalleled value across the internet video industry. Linus' VVE powered hyper-personalization and search solution enables anyone to instantly search the data within video, from across an infinite number of sources, and automatically assemble the results in a single stream on-the-fly. No one else can do this.

For more on Linus, visit [www.linus.com](http://www.linus.com)

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