

# Linus Technologies Ltd

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## Linus Technologies signs deal with Australian basketball's NBL

Linus Technologies Ltd (ASX:LNU) has signed a commercial agreement with the Australian National Basketball League (NBL) to launch personalised video services to its audience.

Under the deal, NBL will be able to provide viewers with a hyper-personalised video experience.

The agreement includes a fixed monthly service fee plus additional per video fees for advertising insertion with total revenue under the agreement dependent on take-up of the service.

A market of over one million people

Linus's CEO Chris Richardson said: "We are increasingly seeing sports clubs and leagues globally acknowledge and appreciate the immense value that personalization can bring to their bottom line.

"Personalizing content for viewers and fans of sports simply creates a deeper engagement, with which new revenue opportunities become apparent for these businesses.

"There are over 1 million men, women, boys and girls that play basketball throughout Australia and we're looking forward to bringing personalized video experiences to them, and all basketball fans."

NBL incentivised to promote Linus technology

Notably, as part of this deal NBL are strongly financially incentivized to introduce Linus services to all basketball leagues around the world.

Basketball is the number two sport globally with over 200 countries participating in the sport, and over 450 million players.

The global sports media rights were worth US\$49.5 billion in 2018 with basketball representing 8.6% of that share.

All sports markets are an opportunity

Linus video personalization services are applicable and replicable across all leagues, clubs, sports and to fans - globally.

Transforming traditional videos into personalized virtual videos provides sports clubs and sporting leagues with the opportunity for increased viewer engagement and new revenue opportunities.

Techcrunch state that fan engagement technologies are set to make the largest impact on sports in the next 12 months.

**Price:** 0.012

**Market Cap:** \$15.72 m

### 1 Year Share Price Graph



### Share Information

**Code:** LNU

**Listing:** ASX

**52 week High Low**  
0.055 0.007

**Sector:** Media

**Website:** www.linus.com

### Company Synopsis:

*Linus Technologies Ltd (ASX:LNU) has cracked the code that makes hyper-personalized video possible. We transform cumbersome, static video files into dynamic virtual files that can be easily manipulated on-the-fly, delivering an enhanced, custom experience for content creators, distributors and consumers.*

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