

# Linus Technologies Ltd

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## Linus Technologies welcomes survey showing 96% of subscribers want personalised TV channels

Linus Technologies Ltd (ASX:LNU) welcomes the results of a recent survey of UK football fans which revealed a significant appetite for personalised TV channels - with audiences willing to pay extra for access.

The Future of TV Market Demand by Quantum Market Research showed that 96% of viewers would use a personalised channel if offered by TV broadcasters.

Survey respondents were also prepared to pay an extra £14.30 per month for a personalised channel on top of their existing TV subscription.

Linus CEO Chris Richardson welcomed the research, stating that the survey demonstrated the value of personalised channels for sports fans.

He said: "The survey showed the potential for more than \$100 million in new recurring revenue available to broadcasters when personalised channels are integrated into a service offering."

"Platforms need to give subscribers more"

The survey also revealed that of respondents not going to renew their subscription, 77% of viewers said they were more likely to renew if the broadcaster offered personalised channels.

Richardson said: "Subscription media services have conditioned viewers to pay a small fee for quality content, but with the rapid rise in choice, platforms need to give their subscribers something more to stay interested; that's personalisation and custom channels."

The company has developed a cloud-based video editing service that enables subscribers to compile select footage from a channel's entire video library, including third party video sources to create hyper-personalised channels - perfect for passionate sports fans.

Richardson said: "Linus has built a system that is replicable across all sports and is currently being implemented in football, Australian Rules, basketball and horse racing.

"That's millions of fans gaining the ability to create and customise their own personalised news feed for sports."

Supported by director purchase

Since the research was released, Linus executive chairman and advisory board chairman Gerard Bongiorno bought an additional \$300,000 worth of stock - paying a premium for each share at 3.3 cents

This increased his total holdings by 25% and was the biggest purchase made by an insider individual in the last 12 months.

**Price:** 0.013

**Market Cap:** \$15.32 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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The move demonstrates strong company confidence off the back of the launch of Linius' Sports Solution and the announcement of several deals including AFL with Essendon, basketball, horse racing and soccer.

To date, Linius has agreements with fantasy sports app SportsHero to access the Football Association of Indonesia (PSSI), the Australian Football League's Essendon Bombers, the National Basketball League (NBL) and horse racing site Racing.com as well as a distribution deal with video platform provider Swanbay TV in Europe to rollout their solutions.

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