

# Linus Technologies Ltd

15:04 14 Jan 2020

## 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:** 0.01

**Market Cap:** \$11.79 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](http://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.*

action@proactiveinvestors.com.au

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.

Proactive Investors facilitate the largest global investor network across 4 continents in 4 languages. With a team of analysts journalists & professional investors Proactive produce independent coverage on 1000's of companies across every sector for private investors, private client brokers, fund managers and international investor communities.

Contact us +61 (0)2 9280 0700 [action@proactiveinvestors.com.au](mailto:action@proactiveinvestors.com.au)

### No investment advice

The Company is a publisher. You understand and agree that no content published on the Site constitutes a recommendation that any particular security, portfolio of securities, transaction, or investment strategy is suitable or advisable for any specific person. You understand that the Content on the Site is provided for information purposes only, and none of the information contained on the Site constitutes an offer, solicitation or recommendation to buy or sell a security. You understand that the Company receives either monetary or securities compensation for our services. We stand to benefit from any volume which any Content on the Site may generate.

You further understand that none of the information providers or their affiliates will advise you personally concerning the nature, potential, advisability, value, suitability or profitability of any particular security, portfolio of securities, transaction, investment, investment strategy, or other matter.

You understand that the Site may contain opinions from time to time with regard to securities mentioned in other products, including Company-related products, and that those opinions may be different from those obtained by using another product related to the Company. You understand and agree that contributors may write about securities in which they or their firms have a position, and that they may trade such securities for their own account. In cases where the position is held at the time of publication and such position is known to the Company, appropriate disclosure is made. However, you understand and agree that at the time of any transaction that you make, one or more contributors may have a position in the securities written about. You understand that price and other data is supplied by sources believed to be reliable, that the calculations herein are made using such data, and that neither such data nor such calculations are guaranteed by these sources, the Company, the information providers or any other person or entity, and may not be complete or accurate.

From time to time, reference may be made in our marketing materials to prior articles and opinions we have published. These references may be selective, may reference only a portion of an article or recommendation, and are likely not to be current. As markets change continuously, previously published information and data may not be current and should not be relied upon.

The Site does not, and is not intended to, provide investment, tax, accounting, legal or insurance advice, and is not and should not be construed as providing any of the foregoing. You should consult an attorney or other relevant professional regarding your specific legal, tax, investment or other needs as tailored to your specific situation.

In exchange for publishing services rendered by the Company on behalf of Linius Technologies Ltd named herein, including the promotion by the Company of Linius Technologies Ltd in any Content on the Site, the Company receives from said issuer annual aggregate cash compensation in the amount up to Twenty Five Thousand dollars (\$25,000).