



ASX:BIG  
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## **Big Review TV to Launch TV Shows on Apple TV** Live Streaming of Video Content Across Apple Devices

Big Un Limited (ASX:BIG, or 'the Company') is pleased to announce the development of a dedicated Big Review TV channel available on Apple TV for launch in November 2017. The channel will feature BIG's specialist 10 minute review shows covering health, beauty, lifestyle and travel. This will further drive revenue across the business model and the Company plans to develop similar dedicated Android channels for early 2018.

### **Demand for Video Content**

Both Facebook and Apple are actively seeking video content for their platforms with Apple planning to spend in excess of \$1 billion on original video. (Source: Variety August 2017). Facebook are also actively seeking original content providers and will pay as much as \$250,000 for shows, plus offer 55% of its advertising revenue share (Source: LA Times May 2017). BIG recently announced the sponsorship of its Wayfarer Executive Travel branded content by British Airways and Marriot Hotels and the Company is currently in negotiations with a major broadcaster to broadcast episodes of Wayfarer.

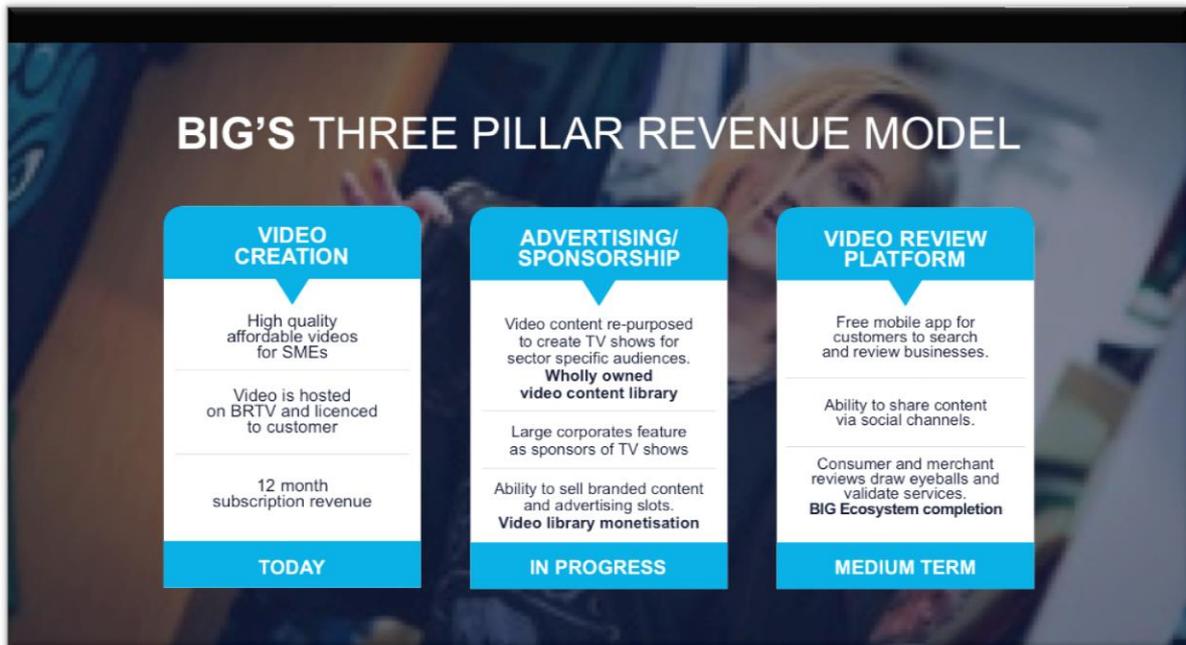
Commenting on the decision to launch a BIG Apple TV Channel, Sonia Thurston, Executive Director and CCO of Big Un Limited, said, "We are experiencing so much demand for our video content from traditional broadcasters and advertisers that making it available through our own video streaming channels is a natural progression for us. Increasingly video content is being consumed on mobile devices and this strategy helps BIG to amplify our brand, our viewership and provide added value to our SME members and advertisers through the delivery of highly targeted content."

### **BIG's Social Media Video Review Platform**

#### **A Three Pillar Business Model**

BIG's business model is based upon three pillars which interconnect providing both a video and revenue ecosystem:

- Pillar One produces revenue via video subscription from SMEs. BIG's proprietary technology and IP allows it to create high quality video at low cost. The Company retain copyright of video content and licence its use to SMEs for video marketing. Pillar One currently produces approximately 90% of the Company's revenue to date.
- Pillar Two re-purposes previously monetised Pillar One video content into shows and other video products and further monetises via sponsorship/advertising. Pillar One has produced over 30,000 videos and 150TB (approx 120,000 hours) of video content to date. Revenue from Pillar Two is in its infancy and is anticipated to become a significant revenue stream and profit centre during FY2018.
- Pillar Three curates BIG video content onto BIG's consumer facing platform and supplements professional content with sharable peer-generated content made via the Big Review TV mobile video app. The Big Review TV app and platform are undergoing upgrades and the app is due for re-launch in early 2018. The Company anticipate providing further information to the market on technology in the near future. Monetisation opportunities from the Pillar Three platform and app are from BIG data, provision of consumer analytics, advertising and sponsorship.



### Pillar Two Content Strategy

BIG began to focus on Pillar Two of its business model in 2016 and to produce short form native video content in the shape of shows tailored from BIG's previously monetized Pillar One video content library. The format of BIG video show content is designed to appeal to [Generation C](#) and is suitable for viewing both on traditional TV screens and mobile devices. Amplification of viewership numbers from shows being broadcast by third parties or streamed through platforms like Apple TV significantly drive revenue opportunities.

The business benefits to BIG from re-purposing of content to produce online TV shows are:

- 1) Shows are attractive to SMEs looking for increased marketing exposure through inclusion in review shows and BIG's higher end video subscription packages (B2C) with higher viewership numbers.
- 2) Shows are appealing to global brands seeking advertising/product placement and access to premium SME audiences (B2B & B2C)
- 3) Shows are suitable infotainment content for amplification on social media and third party platforms (B2C) including Facebook, Apple TV and Google Chromecast

Through a combination of the above benefits, BIG's review shows (using monetized, flexible content) also helps the Company to provide a barrier to entry to any competitors offering video technology/production for SMEs, or platforms offering simple consumer generated video reviews.

### Amplification Strategy

BIG shows are currently viewed on bigreviewtv.com and through BIG's dedicated YouTube channel and are currently attracting around 2m views per month. The Company will further boost amplification of its content through the BIG Apple TV channel by marketing the channel to tightly targeted Apple TV users. E-Marketer July 2017 estimated that there are currently 21.3m users of Apple TV and 36.9m users of Google Chromecast in the United States alone.

"This is the next step in focusing on our global IT capabilities as we continue to grow into international markets beyond Australia," said Jason Short, Global CTO at BIG. "The Company's focus on expanding its technology is based on its three pillar IT strategy – where pillar three is the Video Platform and Video Review App. By having the app on a global platform like Apple TV, BIG can more easily scale beyond the review website."

Further brand amplification, viewer engagement and SME benefits will also be achieved through shows featuring a call to action for viewers to nominate their favorite places to appear in a review show using the Big Review TV mobile app, thus building viewer engagement, driving Big Review TV app downloads and user generated review content for SMEs.

## **Outlook**

### **Video Content is BIG**

CEO Richard Evertz says, “The strategy to launch BIG live streaming channels will drive viewership and thus revenue from Pillar Two. Our shows are now in high demand from potential sponsors and advertisers and we look forward to offering them to consumers on our own Apple TV and Google Chromecast channels and providing quality audience profiles, engagement and viewing data for our SME’s, advertisers and sponsors.”

**ENDS**

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### **ABOUT BIG REVIEW TV**

BIG (ASX: BIG) is the parent company of Big Review TV Ltd. Big Review TV is a social media video review platform. Big are innovative disruptors in the online video space delivering subscription based video technology products and services. The Company has operations across Australia and in New Zealand, the United Kingdom and the United States, Hong Kong, Singapore and Vancouver and was listed on the ASX in December 2014.