



ASX: BIG

October 30th, 2017

Australian News Channel Enters Partnership With BIG **Wayfarer Travel Show to be broadcast on Sky News Business**

Big Un Limited (ASX:BIG, or 'the Company') is pleased to announce that it has entered into a partnership agreement with Australian News Channel Pty Ltd (ANC) to broadcast the Wayfarer Travel Show series on its Sky News Business channel.

Wayfarer Executive Travel Show

Produced by Big Review TV in conjunction with The Intermedia Group

Big Review TV designed and began on location filming of a behind the scenes guide to executive travel in mid December 2016 using the Company's international film crews and James Wilkinson, travel editor at The Intermedia Group (TIG) as its host. To date, the Company has filmed executive travel guides in London, New York, Los Angeles, Paris, Berlin and Hawaii with further destinations scheduled for filming next year. The show format is designed to appeal to business travellers and feature the best places to eat, stay and play and allows for integrated sponsorship. As part of the JV with TIG, the Company announced its first sponsors of Wayfarer content, British Airways and Marriot Hotels earlier this year.

Commenting on BIG's growth strategy and it's relationship with The Intermedia Group, Richard Evertz CEO Big Unlimited said " An effective growth strategy hinges on collaboration with like minded players in key industry sectors. This latest arrangement with ANC has evolved directly through BIG's relationship with TIG and working together to pursue mutually beneficial opportunities. I would like to thank the team at TIG for their part in today's announcement"

Sky News Business

Distribution

The agreement with ANC includes broadcast of short segments of the Wayfarer show during the weekly Sky News Business program "Business Class", with full 22 minute episodes broadcast twice over weekends reaching subscription television audiences across Australia and New Zealand. ANC will also distribute and promote the Wayfarer episodes digitally via skynews.com.au and its international service Australia Channel.

Kylie Merritt, Commercial Director, ANC said: "Our partnership with BIG/TIG to broadcast Wayfarer meets the demand from our C-Suite audience (executives) for high quality travel content. We are very excited by this partnership"

Sky News Business is Australia's only 24-hour business channel featuring Australia's best finance experts covering the top stories with LIVE rolling analysis of the trading day and ASX data.

Australian News Channel operates the Sky News channels including Sky News Live, Sky News Business, Sky News Weather, Sky News Multiview, A-PAC Australia's Public Affairs Channel, Sky News New Zealand and Australia Channel catering for international audiences.

Demand for Video Content

Both Facebook and Apple are actively seeking video content for their platforms with Apple allegedly planning to spend in excess of \$1 billion budget 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 in August of this year. The Company's partnership with ANC is anticipated to be one of many similar arrangements with third party broadcasters.

Sonia Thurston CCO of Big Un Limited says "The agreement with ANC is a key milestone for the company in many ways. It validates the BIG business model, our content strategy, the quality of our video content and provides us with huge targeted distribution and therefore greater SME engagement, advertising and sponsorship opportunities. The agreement also promotes and champions the BIG brand within the business community and to the general public. We're looking forward to a long and collaborative relationship with Australian News Channel"

ENDS

CONTACT

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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.

Sky News Business also has live camera links to [Commsec](#), [Macquarie Bank](#), [CMC Markets](#), [OptionsXpress](#), [Bell Direct](#), [JP Morgan](#), [OzForex](#), and other financial institutions in which it has commercial arrangements.