

ASX Announcement

11th February 2021

Successful pilot launch of Australian Business Television Streaming Network

- **Successful pilot launch of the largest Australian streaming business television network targeting the \$1.5bn Australian online video advertising market.**
- **Production launch of “Scheduler” a proprietary cloud based multi-platform streaming playout platform targeting the \$1bn global playout workflow market.**
- **Signed annualised cross-platform (video, display, direct) contracts with annualised value of \$1.1m for launch advertisers of which \$290k received during the pilot.**

The Market Herald Limited (ASX:TMH “The Market Herald”) is pleased to provide an update on the pilot launch of its streaming business television network and the launch of Scheduler, a proprietary cloud based digital workflow platform.

The Market Herald Business Television Network is an Over-The-Top (“OTT”) streaming network that serves an audience of investors and affluent consumers. The current show line up includes:

The Market Herald Price Sensitive: A 3 minute anchored breaking news bulletin broadcasting hourly during the trading day. The Price Sensitive show is fast becoming one of the most streamed Australian business bulletins with some bulletins gaining over 500k streams.

The Market Herald DealRoom: A 15 minute daily hosted analysis show that features senior management of listed businesses raising capital. The DealRoom show will become an integral part of the DealRoom capital raising platform as announced on 22nd January 2021.

Illustrative screen shots from www.themarketherald.com.au

• The Market Herald Price Sensitive



Stories in this 4pm (AEDT) bulletin:



ASX:CEL
Receives further results from Hualilan



ASX:BET
Increases cash receipts 130pc in 1H FY21

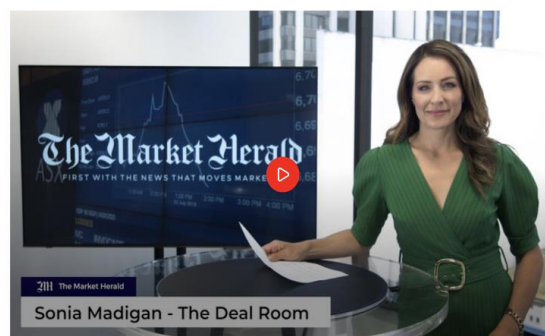


ASX:LYC
Sets sales revenue record over December quarter

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The Market Herald Deal Room



Stories in this bulletin:



ASX Update: Market jumps to 11-month high (ASX:TMH)



\$5M for Borbas well drill in California (ASX:SGC)



\$2.1M for Mozambique drilling (ASX:MRQ)

The Market Herald Streaming Business Television Network Australian pilot results

The first beta trial of the Australian streaming business television network platform functionality launched in the first quarter of calendar 2020, with extensive development during the year. The pilot period with new technology, partners and paying advertisers commenced during the last quarter of calendar 2020. The overall Australian pilot results from October 1st to December 31st 2020 are:

- Reached a total audience of 2.3m content users per month
- Aggregate total de-duplicated audience of 1m+ users per month
- Average daily viewing of 1,231 hours of original content per day
- Average daily view streams of 500k+ per day
- Commissioned 2 market news show formats
- Developed proprietary streaming news playout technology
- Sold \$1.1m of annualised cross-platform sponsorships
- Received \$290k of cash receipts during the pilot period

The Market Herald Business Television Network is the largest Australian over the top streaming network – with the youngest investor audience.

Jag Sanger, Managing Director of The Market Herald commented:

“The launch of these products are further steps in the execution of our strategy we have developed over recent years. Our AGM presentation of November 2020 outlined our strategy to build the world’s largest over the top business television network. This means we can extend our reach to any device. In addition we have unique operational, strategic and cultural advantages that mean we are developing new streaming formats at greater scale and speed than any traditional peer.

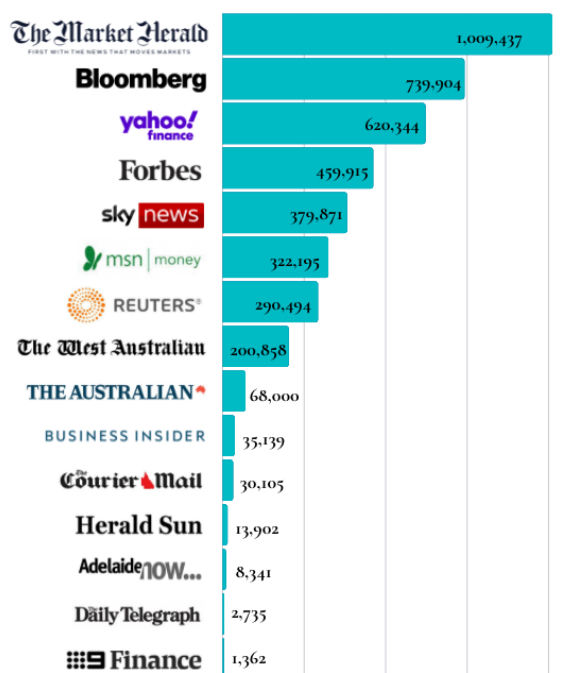
The successful launch of our Australian business television streaming network allows us to first target the \$1.5bn Australian online video advertising market – and second build unique cross-platform offers for brands to connect with our affluent and influential audience.

During the pilot period we engaged with well known financial services brands and signed \$1.1m of annualised contracts based on or driven by our video streaming offer.

Comparison with other brands providing primarily Australian business and finance investor focused news streaming content shows that we have the largest audience by view streams – the most comparable video measurement metric – and the youngest audience. We offer wealth and luxury brands the best way to reach the most affluent and influential audience in Australia.

The largest business streaming audience.

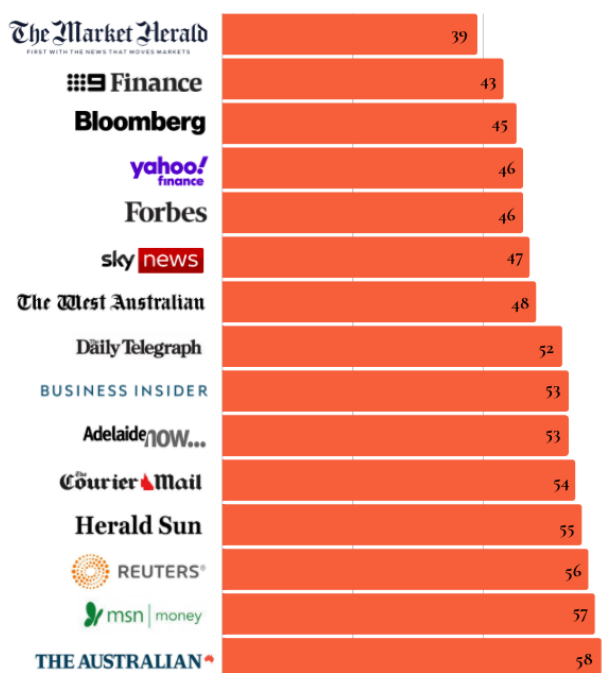
Monthly video streams



Source: Nielsen DCR, November 2020

The youngest business streaming audience

Median age video streaming viewers



The Market Herald Business Television Network is powered by “Scheduler”, a unique and proprietary cloud based platform that transforms the economics of creating and broadcasting breaking market news.

Jag Sanger, Managing Director of The Market Herald commented:

“Our AGM presentation of November 2020 outlined our strategy to create traditional high quality journalism with a highly disruptive delivery model. We do things differently – and our success is based on re-thinking and re-imagining how the “plumbing” of business and finance journalism and broadcasting works.

To build our leading business television streaming network we investigated and reviewed many legacy playout platforms. Playout platforms are used by traditional broadcasters to “stack” shows. This means co-ordinating all the elements of production that go from studio to talent to content to broadcast. Playout platforms are key enabling infrastructure elements that drive studio based broadcast. The global playout platform market is a niche business dominated by a handful of legacy companies worth approx \$1bn pa.

However legacy playout platforms drive legacy behaviours – and legacy cost structures. A key part of our pilot was to think about how multi-platform breaking business news could be, not how it is. By developing a playout platform free of the operational and cultural constraints of other broadcasters we developed a model that delivered broadcast quality news at less than 20% of the cost of traditional peers. This 5x cost advantage is embedded in our operations and is a key competitive differentiator that others will find hard to replicate – and impossible for incumbents.

Currently Scheduler drives our Australian broadcast operations and will be extended to our other markets in 2021. In addition we are exploring a SaaS based cloud subscription for other broadcasters and this is a potential future extension of the technology we have created.”

The Market Herald Business Television Network has received strong endorsement from public company leaders who have used it to connect with their current and future investors.

“It was a pleasure to work with the team at the Market Herald, they were very professional and engaged and exceeded my expectations in terms of the content and its reach. I look forward to working with them again in the future” – Miles Staude, Non-Executive Director & Portfolio Manager, Global Value Fund Limited

“The process for Pentanet’s interview on The Deal Room was really well-coordinated. I was impressed with the level of detail the team were able to put together with such a fast turnaround, and found the journalists were genuinely interested in the business. The segment they delivered was informative, professionally produced, and gave Pentanet a platform to showcase our business and the investment opportunity to the right market at the right time.” - Stephen Cornish, Founder & Managing Director, Pentanet

“We went on The Deal Room show as a way of raising investor awareness about our successful \$15 million dollar placement, which was a key step in Cynata’s next growth cycle as it allowed us to double the size of our clinical development pipeline. The Deal Room segment was a great way to reach out to our stakeholders through The Market Herald channel and also for us through our social media platforms.” – Dr Ross Macdonald, Managing Director & CEO, Cynata Therapeutics Limited

About The Market Herald

The Market Herald is a multi-platform business and finance news organisation building the world's largest audience of active investors, and the most valuable audience of affluent luxury and wealth buyers. Every month The Market Herald and its global financial communities deliver over 100m page impressions reaching over 2.5 million investors with investable assets of over \$300bn. By leveraging our unique analytics and data led way to create and deliver business stories we are able to capture insights into investor thinking, giving us a distinct advantage to compete and win in a \$4bn revenue market serving active investors.

Investor and media enquiries

Jag Sanger

Managing Director

The Market Herald

investors@themarketherald.com.au

This announcement has been authorised for release by the Board of The Market Herald.