

Linus enters US market with solutions for North American ice hockey

Highlights:

- Hockey Technology Partners LLC (HTP) will use Linus Media Solutions to develop end user applications and experiences for fans of the most recognizable bodies in ice hockey
- First entry for Linus into the US sports market, the largest single market globally
- Under the agreement, Linus will virtualize over 2,000 games per year and support HTP in building innovative new fan experiences across web, mobile, and TV platforms
- Linus Media Solutions is a powerful suite of Linus applications, APIs, and services that enables broadcasters, federations, and rights holders to unlock the value of their media archives

Melbourne, Australia – 24 July 2023: Linus Technologies Limited (ASX: LNU) (**Linus or Company**) – the only cloud-based solution that unlocks the value of video archives with immersive, deeply personalized viewer experiences via its Linus Video Services (LVS) platform – is pleased to announce a new agreement to provide its Linus Media Solutions to Hockey Technology Partners LLC (**HTP**) who will build custom end user applications and experiences.

HTP is a leading provider of digital solutions for global ice hockey leagues, teams, and fans. Solutions include websites, mobile applications, OTT streaming subscription services, and data management solutions. They are a specialist provider focused on providing the deepest access and best experiences for fans of ice hockey.

Linus will provide its LVS platform and Application Programming Interfaces (**APIs**) plus services to discover, enrich, and virtualize the video for over 2,000 games per season. Virtualized video assets will be made searchable and usable in any number of applications. Through the LVS APIs, HTP will create unique experiences for fans, players, and coaches which will be accessed through web, mobile, and TV platforms.

Linus Chief Executive Officer (CEO), James Brennan, said “It is incredibly exciting to be announcing our first customer in the US sports market. North America is the largest sports market globally, representing 37.4% of the total US\$459.7 billion global sports market in 2022¹ and poses a tremendous growth opportunity for Linus. Entering the US market with a provider to some of the largest ice hockey leagues in North America is an important next step in the company’s global expansion into the world’s largest sports market. Linus has a strong pipeline of opportunities in the US market which will be supported by this initial deployment.”

He continued, “We are delighted to be working with HTP to power solutions for their existing ice hockey clients in North America. Their web and mobile applications, OTT streaming services and TV-based experiences will be greatly enhanced with personalized video. These personalised experiences are made possible through our Linus Media Solutions which includes the LVS platform, APIs, applications, and services which help our customers unlock the value in their video archives. We look forward to supporting HTP in bringing their solutions to leagues in North America and beyond.”

HTP CEO, Marc Ruskin said “We pride ourselves on providing the best possible experiences for our customers, giving them unparalleled access to the sport they love. The addition of Linus Media Solutions to our portfolio will allow us to unlock even more value through premium services. Virtualized video gives us extreme flexibility to create experiences that are just not possible with standard video. We are excited to be using Linus Media Solutions to bring these amazing new solutions to our clients.”

The agreement is for a three-year term (subject to early termination rights in the first year) and includes setup fees, monthly subscription fees, and revenue share. The agreement is otherwise generally on terms and conditions customary for an engagement of this nature, including as to confidentiality, protection of intellectual property, security requirements and data protection, privacy, and service levels.

HTP will begin building on Linus Media Solutions in the September quarter and the resulting fan experiences are expected to go live during the first league’s 2023/24 season.

This engagement is significant for the Company as it is Linus’ first entry into the lucrative US sports market. The US is the largest sports market globally and has been targeted by the Company for some time, as previously disclosed to the market. HTP’s confidence in engaging Linus is a substantive validation of Linus’ technology within that US market and will significantly support and accelerate the company’s growth in this market in accordance with the Company’s business plan.

This announcement has been authorised for release to ASX by the Linus Board of Directors.

About Linus Technologies Limited:

Linus’ purpose is to unlock the value of the world’s video, creating immersive, deeply personalized viewing experiences. For the first time, we make it possible to find, curate, and utilize the valuable moments across vast libraries of video, enabling viewers to create an infinite amount of personalised video compilations on-the-fly, providing the most relevant content to each viewer.

Our patented Video Virtualisation Engine™ (VVE) turns big, bulky video files into lightweight, searchable data that is enriched with AI and ML, making it easy and efficient for users to find and share what matters to them. Creators and owners of video can drive greater viewing, and monetisation of their video assets.

For more on Linus Technologies, visit www.linus.com

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¹ <https://www.researchandmarkets.com/reports/5849319/sports-global-market-opportunities-strategies>