

## Linus now live with first deployment in American Football

### Highlights:

- Linus Whizzard is now live with users at Lone Star Conference (LSC) for their American Football content from the 2023 season onwards
- LSC, Linus' second customer in the US college sports market, signed a 3-year agreement in April 2024 covering football and basketball
- LSC using Whizzard to curate highlights and for automated highlights of all games
- Deployment marks the first use of Linus solutions in American football, one of the most highly monetized sports globally
- Reduced deployment time driving cost efficiencies for future growth in this market
- Significant opportunity for Linus in US college sport as NCAA has 150 conferences and 1,100 schools

**Melbourne, Australia – 2 July 2024:** 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 Media Solutions portfolio – is pleased to announce that the deployment of its sports solution, Whizzard, is now live with its customer Lone Star Conference.

LSC signed a 3-year agreement with Linus in April 2024 (as announced to ASX on 5 April 2024) which included variable fees for which Linus will have a revenue share component. Whizzard was first deployed for their men's and women's basketball within a few weeks of the agreement and the service is now live with matches from their 2023 American football season. Whizzard is producing multiple automated highlight packages for every game and enabling highly specialised recap videos for football like all pass completions >40 yards, tackles for loss of >10 yards, all plays in drives >80 yards, fourth down conversion, game winning field goals, and more.

Linus Whizzard and Whizzard Highlights will be used initially by internal media and marketing teams at the conference to curate and publish content to The Lone Star Conference Digital Network<sup>1</sup>, conference website, and social media. Individual schools will then have the option to access the services to search, curate, and publish their own content. The agreement covers men's football (American Football) plus men's and women's basketball competitions with capacity to expand to other sports in the future.

**Linus Chief Executive Officer (CEO), James Brennan, said** "The deployment of Whizzard at LSC for American football is a significant milestone for Linus. Football is a highly data driven sport and highlights the power of Whizzard very effectively. American football is one of the most highly monetised sports in the world and having our first live example creates tremendous opportunity across college, professional, and even youth/amateur sport. In the pros, the NFL generates over \$25 billion USD, roughly 80% higher than any other sport<sup>2</sup>, while in college sports, football generates more revenue than the next 35 sports *combined!*<sup>3</sup> Unleashing the value of football archives is a top priority for Linus.

The deployment of Whizzard at LSC was very efficient, as it was nearly identical to the deployment at Peach Belt Conference. Basketball was completed in just over two weeks, and our first deployment in football was completed in a month, with future deployments expected to reduce significantly from there. As we continue to focus on growth in the US college sport market, this will allow us to scale in support of the 150 conferences and 1,100 universities in the NCAA.”

It is significant, being the first for American Football, and further validates Linus’ technology and business model within the large US collegiate sports market. It also provides a platform for further expansion into the existing lucrative market for automated highlights solutions.

LSC will immediately use Whizzard to prepare content for its annual Media Day later this month, where it will promote the partnership with Linus and show content from Whizzard to their media and advertising partners. Further, they will begin preparing pre-season promotional content in advance of the upcoming 2024 football season in September.

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

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### **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](http://www.linus.com)

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<sup>1</sup> <https://lonestarconferencenetwork.com/>

<sup>2</sup> <https://nesn.com/bets/2023/07/you-wont-believe-how-much-more-revenue-the-nfl-rakes-in-over-mlb-nba-and-nhl>

<sup>3</sup> <https://www.businessinsider.com/college-sports-football-revenue-2017-10>