



LINIUS VIDEO  
VIRTUALIZATION ENGINE™ (VVE)

## Revolutionizing sports video

Change the game with Linius' patented Video Virtualization Engine™ (VVE) and world-first Video Search Solution:

- Dramatically increase subscription and ad revenues
- Attain granular consumption data and insights
- Slash video production and delivery costs

## Changing how sports video is delivered – forever.

Are you a broadcaster, rights holder or publisher of digital sports video? Then your world is about to be transformed.

For the first time, you can provide every viewer with a hyper-personalized video feed of the sporting moments that matter to them. It's the single biggest change in video delivery, production and consumption for sports content – ever. And it's only possible with Linius.

Know what every viewer wants to watch and programmatically deliver that experience to them; every time.

Imagine the impact on your business: Massively increase subscription and ad revenue, achieve one-to-one consumer segmentation and insight, and deliver promotions that always land. And, do all that while reducing video production costs by up to 80 percent.

Discover how to lead the video delivery revolution with Linius.



# What are the benefits?

Linius' revolutionary video search technology is transforming the multi-billion-dollar sports media industry, making personalized sport-as-a-service a reality.

## Drive subscription revenue

Give each of your viewers exactly what they want. Programmatically push tailored sports-feeds to individual consumers, based on past behaviours and viewing habits. Or, even let your viewers create their own hyper-personalized feeds with our embeddable search widget. Easily develop new subscription and revenue models by seamlessly delivering an infinite number of digital video streams.

## Attain granular consumption data and analytical insights

Know who is watching what and when. Match Artificial Intelligence (AI), behavioural and granular consumption data to achieve unparalleled audience analytics, segmentation, targeting and engagement. Create and deliver hyper-personalized content, promotions, and premium ad space, that reaches the right people at the right time – always.

## Slash production costs

Producing sports packages and highlights is expensive. Dramatically reduce video production costs with Linius' AI-enhanced Video Search Solution.

## Increase the value of content rights

Are you a content rights holder? Increase the value of broadcast agreements by millions, offering bidders the ability to tailor content to the specific profile of their viewers. Even deploy the Linius search widget on any web platform, empowering those viewers to instantly find, pull together and play any video content from across multiple sources. Only Linius can deliver an infinite number of one-to-one personalized video streams.

With Linius, it really is that easy to curate, deliver and consume custom-built digital sports content. Linius delivers hyper-personalized video experiences not previously possible.



### Use case:

David is a sports fanatic. He has an account with his preferred sportscaster. Logging-in from any device, David is immediately greeted with the sports content he has requested: Custom highlights packages from Saturday's Bundesliga action in Germany, the final two overs from England's latest T20 cricket match, and every three-pointer Steph Curry made in the past week. Using Linius' search widget, embedded in the sportscasters website, he also proactively searches for any content he wants from their entire video library, seamlessly stitching it together on-the-fly. David's more than happy to pay \$10 per month for his very own hyper-personalized sports experience.

### Use case:

Jeffrey is Head of Content at a large cable sports network. With Linius, he knows precisely what each viewer has been watching, down to an iframe level, and adjusts programming accordingly. Jeffrey also programmatically delivers the same premium sports-as-a-service product David enjoys, effortlessly boosting subscriber numbers, audience engagement, average customer spend and total revenue.

### Use case:

Lisa works in video production at a major broadcaster. She is creating a Ronaldo documentary and wants to search the archive for moments where his teammates did not celebrate his goals with him. This task used to take days. Now, it takes minutes. Lisa dynamically searches across multiple video streams or catalogues, stitching together relevant clips on-the-fly, to produce a completely customized video. In mere moments, it's ready for further editing, sharing or instant playback. For Lisa, the time and expense of manually trawling through and storing full, inflexible video files is a thing of the past.

### Use case:

Ralph is the CEO of a large European football league. He is negotiating content rights with a broadcaster. Last year, Ralph sold regional content rights to that broadcaster for \$1bn. This year, with Linius' Video Search Solution, he's selling hyper-personalized content rights for \$1.3bn. Same broadcaster. Same region. Much more money.

# How does it work?

Linius has cracked the code that makes dynamic video search a reality for digital sports broadcasters, rights holders and publishers of all types.



## Step 1: Unlock your data

Transform traditional, static video files into flexible blocks of data.



## Step 2: Create a virtual file

Index data to create a light-weight virtual video file – a fraction of one percent of the original file size.



## Step 3: Enrich the data

Apply AI, third-party data or other intelligent business rules to make any video element instantly searchable.



## Step 4: Search for anything

Search all your video content – for any object across multiple sources – down to a frame level.



## Step 5: Deliver hyper-personalized news

Share completely custom video content, that's reassembled at the point of playback.

With Linius, you can programmatically search through, reassemble, and playback every frame of enriched digital video content from any number of sources. Easily compile and share custom videos on-the-fly, and deliver truly personalized content in an instant.

## Why Linius?

Linius provides the missing link between your video content and your bottom line. Efficiently use, and effectively monetize, your vast digital video assets with Linius' VVE and Video Search Solution for the sports industry.

Forget the budget blowouts and lost opportunities associated with manually managing, producing and delivering traditional video files. Discover how only Linius transforms your static video into interactive, intelligent content that drives profits.