



**International Limited** ACN 110 184 355

Corporate Head Office  
91 High Street  
Fremantle WA 6160  
[www.tv2u.com](http://www.tv2u.com) [info@tv2u.com](mailto:info@tv2u.com)

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7 November 2018

## **TV2U ANNOUNCES FULL COMMERCIAL LAUNCH OF TV2AFRICA**

TV2U International Limited (ASX: TV2) (**TV2U** or **Company**) is pleased to announce the full commercial launch of TV2Africa, the direct-to-consumer OTT streaming service delivered in partnership with Africa Enterprise Media Group (**AEMG**).

Following the successful soft launch of the service earlier this year, AEMG's 10,000 existing subscribers were migrated to the new IVAN-X powered platform over the weekend (3-4 November). IVAN-X has now fully superseded the incumbent technology provider's solution, and the rebranded TV2Africa service is widely available to consumers in South Africa, Namibia, Botswana, and Mozambique. At launch, TV2Africa will host a range of local African content and will add international assets to the platform in the coming months.

Subscribers can access TV2Africa on any web browser, with a dedicated app on Android and soon on iOS app stores. Payment gateways have been integrated and are live, giving consumers a range of options over the payment methods they want to use. TV2U and AEMG are now in the advanced stages of introducing an integrated advertising solution from Akamai.

The Akamai solution will make it possible for the TV2Africa platform to inject highly targeted and relevant advertising directly into each consumer's encrypted content stream. Once it has been integrated and paired with deep user-level insights available under IVAN-X, this will be used to secure additional advertising-based revenues.

Under the terms of the commercial licensing agreement, AEMG will run active local promotions to drive customers to the platform. Separately, AEMG will also offer a branded, fully-managed and white-label streaming platform to its ISP, operator, and content rights holder customers. As outlined in the previous market update dated 2 November 2018, AEMG and TV2U are targeting one million paying subscribers in the first year of operation.

Ivan Bridgens, CEO at AEMG, said: "The service overhaul went flawlessly. Customers are already seeing the benefits of the more advanced and fully featured IVAN-X platform compared to what was available previously. We expect this to become a key selling point for getting more consumers using the service in the coming months and look forward to working closely with TV2U to drive TV2Africa's growth."

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### **GLOBAL OFFICE LOCATIONS**

**BRAZIL**  
**PERTH**

**INDONESIA**  
**SINGAPORE**

**MALAYSIA**  
**UNITED KINGDOM**



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## Investor enquiries

Corporate Communications: Sophie Raven  
Email: [sraven@rnpartners.com.au](mailto:sraven@rnpartners.com.au)

## About TV2U

TV2U provides a Complete "White Labelled" TV and Entertainment Managed Service from the Cloud lowering the barriers of market entry and operator risk by reducing the need for high upfront capital investment or big-ticket operational overheads. Our Modular SaaS (Software as a Solution) that integrates seamlessly into an existing Operator's platform and workflow bringing Management, Security, Control and Delivery Efficiency Over Any Network to Any Device. TV2U provides a Personalized customer viewing Experience Whilst maximizing operator revenue through real-time Intelligence.

TV2U delivers a personalized individual viewing experience, by delivering content to a consumer based on their viewing. TV2U maximizes revenue by delivering personalized targeted advertising based on a geography, demographic or an individual. Advertising can be dynamically stitched into a live stream or for on-demand inserted pre and post content. TV2U's analytical platform is immediate, Individual, Interactive, Intelligent and Influential. TV2U providing a cloud managed service that attracts, wins and retains customers, using disruptive personalized managed campaigns. Providing a set of software tools that empower its clients to proactively drive revenue generation while reducing churn rates by maintaining existing customer retention.

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