

Linius restructures for new push into ‘billion-dollar’ markets

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- Written by **Peter Dinham**

Video technology developer Linius is planning to launch four new distinct business units targeted at what the company says are significantly sized markets with revenue in the tens of billions of dollars, including the piracy and media security market.

The Melbourne-based, ASX-listed Linius (ASX:LNU) announced its new business units as part of a restructure to accelerate its commercialisation plans, including intentions to hire specific expertise for each target market while providing “focus and accountability” to operations”.

Linius chief executive Chris Richardson said he believes Linius “provides the ability to transform each” of the four markets targeted.

The four key sectors to be targeted are:

- Personalised Advertising
- Piracy / Media Security
- Video Search
- Security and Defence

In the personalised advertising on cable TV and Internet streaming video market, Richardson said Linius developed this capability with commercialisation partner Digisoft in 2016.

“The TV advertising market was worth over US\$70 billion in 2016, in the US alone. Linius could transform this market by allowing every cable TV ad to be personalised to the individual viewer,” he said.

And, on piracy and media security. Richardson said Linius’ media and security division is focused on reducing global piracy and securing revenues for content owners.

He said the global box office market was worth more than \$US38 billion per annum and the best current research indicated that box office sales alone were reduced by 15% from piracy — “a US\$6.7 billion loss, just on ticket sales, but video industry loses much more beyond the box office revenues”.

Richardson said Linius’ VVE provides multiple ways of reducing piracy and offers content owners “revolutionary control of their content, measurement methods, plus new revenue generating methodologies”.

According to him, Linius has identified multiple lines of revenue from each of the four business units including software licenses, usage fees and revenue share, all of which are in line with existing revenue generation methods in each market segment.

“All four divisions are being established in the US, with a global remit. The recruitment is well down the track. In parallel, we continue to develop commercial opportunities through our partners and direct to the market,” Richardson said.

“We have also established a commercial lab that provides support to each division and continues to develop business cases for future additional commercialisation opportunities.”

Richardson said Linius has the funds to hire the division heads, and to commence the commercialisation of each division, and will review funding requirements as it takes each division to commercial markets.

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