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## **TMT UPDATE - 09.07.18 (BOOM.L, BBSN.L)**

### **Audioboom plc\* (BOOM.L, 1.775p/£23.2m)**

#### **F1 podcast successfully launched (06.07.18)**

- The first official F1 podcast, Beyond The Grid, was launched last week. The series, sponsored by Bose, is produced in conjunction with Audioboom. The first episode of the weekly podcast presented by Tom Clarkson includes an interview with Lewis Hamilton as he talks about his 12 years in F1.
- The podcast was standing at number 2 in the UK podcasts charts as of Friday after three days on the chart. It has also charted in the US, Germany, France, Italy, Canada, Spain, Australia and Brazil.
- The podcast is distributed across all major podcast platforms (including Apple Podcasts, Spotify, Deezer, TuneIn and Stitcher) as well as Formula1.com and the F1 YouTube channel. Future episodes will include conversations with Robert Kubica and Gerhard Berger.
- As announced in June, the agreement has a fixed term to December 2019, subject to performance hurdles. The inaugural series will run for an initial 52-week period. Audioboom is paying Formula One a guaranteed fee per podcast as well as a revenue share on sponsorship and advertising.

**Allenby Capital comment:** A strong debut for the F1 podcast as the UK podcast chart is currently dominated by the World Cup and Love Island. F1 has been investing in its social media presence and looking to expand into non-traditional areas, as evidenced by its partnership with Gfinity (GFIN.L) over eSports, in order to grow its brand and attract a younger demographic to the sport. The strategy is gaining traction and F1 is the fastest growing sport brand on social media platforms. The profile of companies advertising on podcasts is also evolving from direct response companies to brands that recognise podcasts as a highly engaged medium that provides access to an attractive demographic.

*\* Allenby Capital acts as Nomad and Joint Broker to Audioboom plc  
Allenby Capital's coverage on Audioboom plc is available [here](#)*

### **Brave Bison plc\* (BBSN.L, 1.775p/£10.3m)**

#### **NED appointment and further growth for owned and operated channels (06.07.18)**

- Kate Burns, a former senior Google, BuzzFeed and AOL executive, to the board as a Non-Executive Director with immediate effect. Kate will also join the remuneration and audit committees on appointment. She is currently a Venture Partner at Hambro Perks, an investment firm.

- Brave Bison has moved to second place in May's global leaderboard of "Most Views by Media and Entertainment Properties" produced by Tubular Labs, a leading global video measurement and analytics platform.

**Allenby Capital comment:** Kate Burns brings considerable experience of the global TMT sector. Meanwhile BBSN maintains an impressive position in the influential Tubular Labs rankings. This has been achieved with a fraction of the channels compared with others (such as Time Warner and The Walt Disney Company) and is testament to BBSN's knowledge and understanding of video content that resonates with consumers on social platforms.

*\* Allenby Capital acts as Nomad and Broker to Brave Bison plc  
Allenby Capital's coverage on Brave Bison plc is available [here](#)*

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David Johnson is the author of this research recommendation. David is employed by Allenby Capital Limited as an Equity Analyst.

Tel: 020-3394-2977

Email: [d.johnson@allenbycapital.com](mailto:d.johnson@allenbycapital.com)

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**Allenby Capital**

**5 St Helen's Place London EC3A 6AB**

**+44 (0)20 3328 5656**

[www.allenbycapital.com](http://www.allenbycapital.com)

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