

## ASX ANNOUNCEMENT

27 July 2018

### Joint Venture update: 'Coincast Media' to launch TV show on Sky News

**Perth, 27 July, 2018:** DigitalX Ltd (ASX:DCC) (**DigitalX** or the **Company**) and its joint venture partner Multiplier are pleased to announce that their media joint venture 'Coincast Media' (as announced 10 May 2018) will be launching a weekly blockchain TV news program which will air on Sky News Business, Apple TV and The Wall Street Journal.

#### Update on Coincast Media

Since launching in May 2018, Coincast Media (formerly known as Digital Multiplier) has seen strong revenue growth, generating over \$300,000 in revenues to date, and is now delivering modest profits from the media assets it holds, including the multipliercrypto.com news platform, the coin.org video tutorial platform and now, Coincast TV. DigitalX holds a 50% interest in Coincast Media.

#### Introduction of Coincast TV

The growth of Coincast Media since its inception has led to the opportunity to produce a weekly blockchain based TV show.

"Coincast TV will be a half-hour, weekly blockchain news program, featuring sponsored news content from blockchain and cryptocurrency businesses around the world," said DigitalX CEO Leigh Travers.

With over half a million digital impressions across its multipliercrypto.com news site and the coin.org video tutorial platform, Mr Travers said it was a natural progression to launch Coincast TV.

"The Coincast TV program is launching off the back of the success we've seen from our existing blockchain-media platforms, and the positive response we've had from our global audience," said DigitalX CEO Leigh Travers.

Coincast TV Executive Producer Heidi Cuthbert, who brings her experience as a former Bloomberg Television anchor to the show, described the new program as 'CNBC meets MTV'.

The contract with News Corp Australia specifies the sharing of video content from the Coincast TV program across Sky News' Facebook and Twitter channels as well as The Wall Street Journal's online platform.

"We have designed the show to be shared across digital platforms and our weekly program will have the potential to reach a global audience of almost two hundred million people across TV and social media channels," said Ms Cuthbert.

The Coincast TV show's revenue will be generated through a mix of corporate sponsorships and sponsored content. Coincast Media reasonably expects that the costs of producing the show will be met by these sponsorships, meaning the show is not expected to require any capital input from either DigitalX or Multiplier Media. Any surplus sponsorship or advertising revenues received will be additional source of profit for Coincast Media.

“We have recruited a team of former business journalists from highly regarded media outlets, such as Sky News and Bloomberg. While we are producing sponsored content, we at Coincast Media will keep ultimate editorial control of the program,” said Ms Cuthbert.

The Coincast TV show will air weekly on Sky News Business at 7.30pm (EST) on Friday evenings, with several repeat episodes over the weekend.

The first show will go to air on Friday, 10 August 2018.

For more information, visit [www.coincasttv.com](http://www.coincasttv.com).

To follow Coincast Media’s other media assets, you can do so through the following sites:

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

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

[www.coin.org](http://www.coin.org)

-Ends-

**For further information, please contact**

**Media Contact**

Heidi Cuthbert

Multiplier Managing Director

[heidi.cuthbert@multiplier.com.au](mailto:heidi.cuthbert@multiplier.com.au)

T: +61 411 272 366

**About DigitalX**

DigitalX is positioned as the leading publicly listed ICO corporate advisory firm globally. DigitalX is based out of Perth and New York and provides ICO advisory services, Blockchain consulting services and software development. DigitalX’s partners can use DigitalX’s Blockchain technology expertise to deliver innovative products to global markets.

**About Multiplier**

Multiplier is a business news company that specialises in generating digital-ready news content for distribution to global networks. Based in Perth, Multiplier’s editorial team is comprised of former business and finance journalist with experience from Sky News, BBC, Bloomberg and Wall Street Journal.