



blinkx results

FOR THE FIRST HALF, FISCAL YEAR 2009

safeharbor statement

During this presentation we may make various remarks about the company's future expectations, plans and prospects, which constitute forward-looking statements for purposes of the safe harbor provisions under The Private Securities Litigation Reform Act of 1995. Actual results may differ materially from those indicated by these forward-looking statements as a result of various important factors, including those discussed in blinkx's most recent prospectus, which is on file with the UK Listing Authority.

Any forward-looking statements represent our views only as of today and should not be relied upon as representing our views as of any subsequent date. While we may elect to update forward-looking statements at some point in the future, we specifically disclaim any obligation to do so, even if our estimates change and, therefore, you should not rely on these forward-looking statements as representing our views as of any date subsequent to today.

During this call we may be referring to non-IFRS financial measures. These non-IFRS measures are not prepared in accordance with generally accepted accounting principles. A reconciliation of the non-IFRS financial measures to the most directly comparable IFRS measures will be made available in the Investor Relations section of our website, www.blinkx.com, under the heading Investors.



results highlights

Revenues **up 124%** to **\$6.6 million** for the Half to 30 September 2008 with bottom line performance ahead of analysts expectations

Gross profits **up 117%** to **\$4.87 million**

Unique visitors **up 106%** year on year to **64 million** and page views **up 267%** year on year to **668 million** in September 2008 (comScore)

Daily Video Search run rate of **over 7,000,000** during September 2008

70 new content partners added, bringing total to over **420 media organizations**, including Getty Images, Time Inc. and CBS

Continued product and technology developments:

- blinkx Red Label
- blinkx Remote
- blinkx 3D
- blinkx Broadband Television (BBTV) for the Web

Successful execution of campaigns for **leading advertising agencies**, including Coke, Exxon, and Mercedes



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WebFetch.com

WebCrawler®

Sproose™

Microsoft®

GOAL.com

mevio

Ask.com

emPivot™
Beta

DinPris.no

sesam^{se}

nexplore™
Private Beta Search Redefined

SYNDICATION

Rambler®
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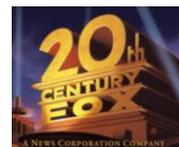
customer
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DEUTSCHE WELLE
DW

gettyimages®

ExxonMobil

BBC
NEWS



CONTENT

ADVERTISERS

The Telegraph

Coca-Cola

People

theguardian



NOKIA
Connecting People

SOUTHWEST

CBS

The Weather Channel
weather.com

Hallmark CHANNEL



Mercedes-Benz

BEST BUY



corporate progress



TEAM GROWN BRINGS HEADCOUNT TO 52 EMPLOYEES

- Hiring of Jonathan Spira into CFO role
- Team growth primarily in sales teams

MARKETING HIGHLIGHTS UNIQUE TECHNOLOGY

- Strategy continues to focus on Conferences, Public Relations and Industry press/media
- Marketing drives recognition of technology differentiation for Content, Distribution and Advertising customers and partners

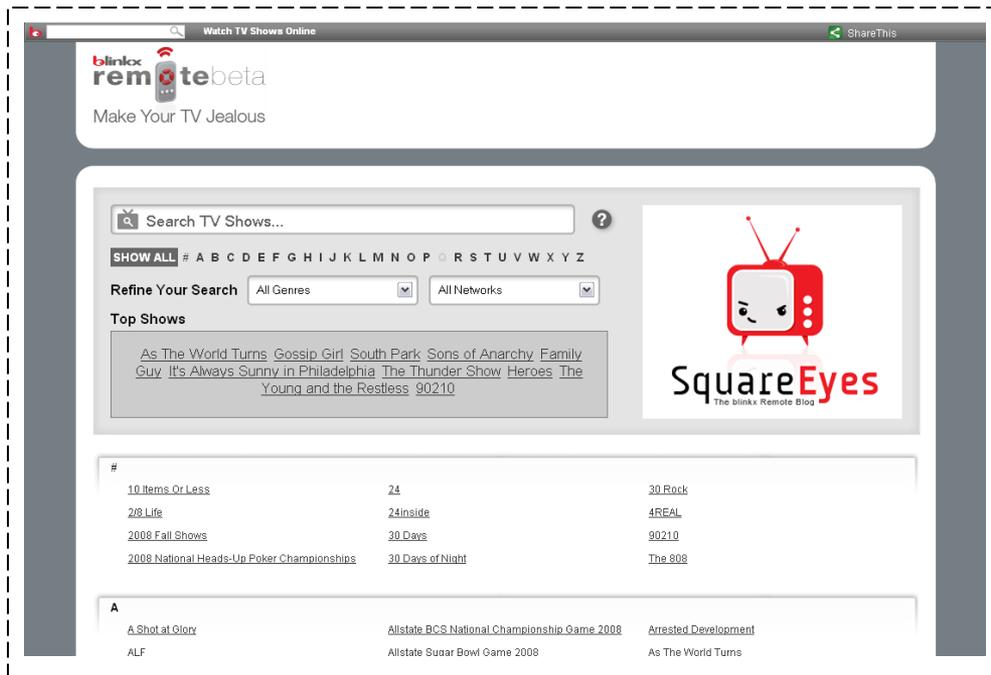
AWARDS AND RECOGNITION FROM EXPERTS INCLUDED:

- Hitwise's "Top 10 Website"
- Compete.com's "Fastest Growing Video Site"
- Speech Technology Magazine's "2008 Speech Industry Award – Star Performer"
- ES Magazine's "1,000 Most Influential in London"



PRODUCT LAUNCH:

blinkx Remote



- Provides users with immediate access to long-form, episodic content
- blinkx technology provides most up to date content listings, geo-filtering is automatically handled on a per-user basis
- Successful ‘under-the-radar’ consumer launch—a combination of SEO, blogosphere and social networking tactics—led to 10s of thousands of unique users prior to on-site marketing

“ [blinkx’s] Remote service will ‘make your TV jealous’...‘Completely redundant’ is another phrase that springs to mind. ” *Jamie Milla, GQ*



PRODUCT LAUNCH:

blinkx Broadband TV for the Web



- Taps into existing blinkx audience by providing BBTV results in-line with standard results
- Removes requirement for barrier-forming download option
- Full-screen, TV-quality on-demand playback
- Hybrid peer-to-peer technology simultaneously lowers costs and maintains quality of playback
- Fully compatible with blinkx Adhoc, the contextual video advertising platform
- DRM-protected, long-form video distribution platform
- Successful beta launch with variety of existing blinkx Content partners

“blinkx has some pretty extraordinary speech-to-text technology that creates a searchable transcript of video in real time. This allows advertisements to be targeted to certain keywords in BBTV, a feature blinkx has already achieved with its video ad network AdHoc, which targets text ad overlays within video.” *Michael Learmonth, Silicon Alley Insider*



navigation is the key challenge

SEARCH IS A VITAL SERVICE...

- Search engines made the text Internet work
- Binding force between consumers and websites
- Exponential growth in video content demands an advanced search function

... WHICH CAN BE MONETIZED

- To date search has been paid for through advertising
- Paid search the foundation of Google business model
 - In 2006 Google derived US\$7,183mn from c.34bn searches
- Advertising is a tried and tested method for funding TV, successful for many decades
- blinkx offers a new form of contextually relevant video advertising

“The growth of search and the role of search in usage of the Internet has been astounding, when you look at search penetration it's near 80%.” *Ken Cassar, Senior Director of Analytics, Nielsen/NetRatings*



current market conditions

NEW REACH

75% of US Internet users watch or download video online

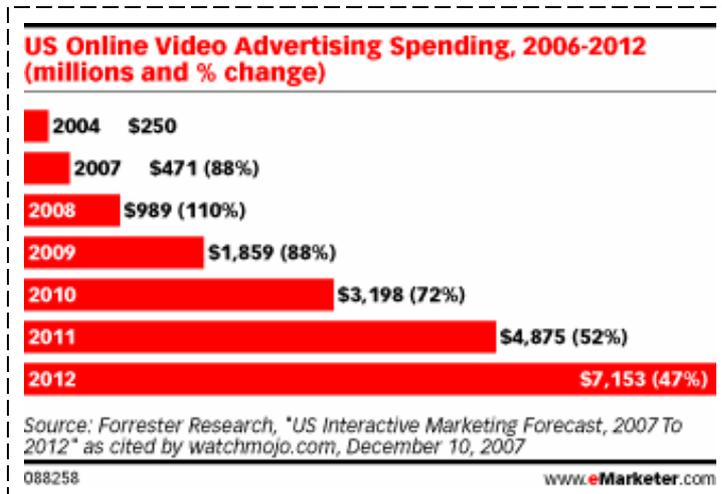
ComsScore

18-34 year olds were the heaviest video viewing segment in April 2008

ComsScore

US online video audience to reach 190 million by 2012

eMarketer



NEW REVENUE

Network TV ad spending declined 2.4% in the first half of 2008

TNS Media Intelligence

Online video ad market surging to US\$7.2 billion by 2012

Forrester



current market conditions

NEGATIVES

- Macro environment leading to advertising spending pressure
- General falling advertising rates: average price of an online ad dropped 11% (*Rubicon Project Report, Q3 2008*)
- UK: fourth successive quarter of reduced advertising spend, with 35% of companies reducing budgets through quarter (*Bellwether Report, Q3 2008*)

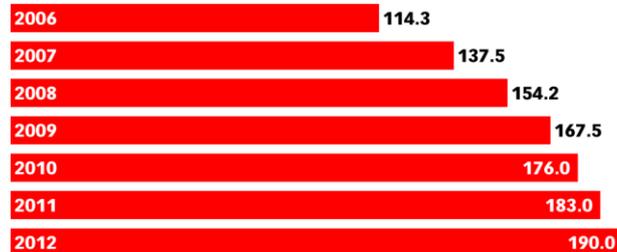
NEUTRALS

- 'Triple whammy' of Euro Cup, Olympics and Election was not a major effect for blinkx
- Continued inability to monetize user-generated video views illustrated by Google CEO statement regarding YouTube monetization challenges

POSITIVES:

- Online video consumption continues to grow: in July 2008, 142 million US Internet users viewed online videos (6% YOY) and watched an average of 235 minutes (30% YOY) (*comScore, 2008*)
- Action-based, contextual advertising more robust in current environment: 2008's 18.5% Online Ad Spend rise in the UK will go to performance and search advertising (*Enders Analysis*)
- Increased rates due to advances in video targeting technology/capability: blinkx's CPMs are increasing
- Input costs falling

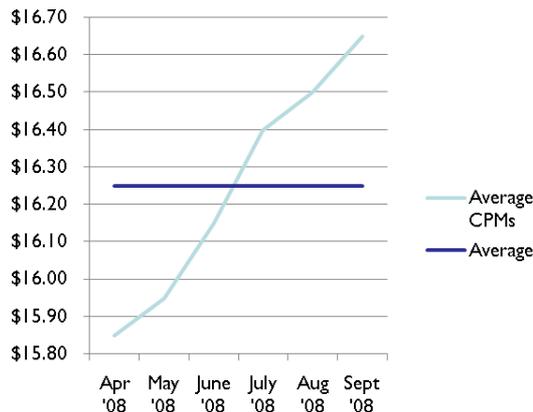
US Online Video Viewers, 2006-2012 (millions)



Note: online video viewer defined as an individual who downloads or streams video (content or advertising) at least once a month
Source: eMarketer, February 2008

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www.eMarketer.com



planning for 2009

PRIORITIES

- Video Search has performed better than expected and at a more profitable level
- In spite of current macro-economic conditions, we expect blinkx Video Search to be able to report continued strong growth in the second half and beyond
- As we're concentrating on riding this wave, we will be allocating more resources towards video search, pushing off the launch of Transaction Hijacker until mid 2009

COMMENT ON ANALYSIS MODEL

	Current FY 09 Average Analyst Model	Updated FY 09 Average Analyst Model
Revenue	\$13.5 million	\$13 million
EPS	(3.9c)	(3.9c)



financial highlights

Total revenues of **\$6.6 million** for the Half ending 30 September 2008

- Key 1st Half Metrics
 - Total Searches – 1,170 million
 - Total Monetizable Searches – 831 million or 71%

Blended average CPM **\$16.25** (range from \$8 to \$48)

Gross Profit for the 1st Half was **\$4.8 million** or **72% gross margin**

Net loss for the for the 1st half was **\$3.0 million**

Cash balance at 31 March 2008 was **\$32.4 million**

DSOs are **130 days** versus 92 for H2 FY08, reflecting sharp increase in revenue

FX: Average exchange rate moved from **\$1.98** to **\$1.79**, effect on operations is de minimis – company is naturally hedged in the P&L

Options expense was **\$0.8 million** versus \$5.7 million last period, which reflected one-time costs on IPO

Cashflow outflow from operations was **\$4.7 million** versus \$2.0 million last period (excluding IPO proceeds)



profit & loss statement

USD'000

Period from 23
April 2007
(incorp.) to 31
March 2008
(unaudited) 6 months ended
31 March 2008
(unaudited)

REVENUES	6,545	3,593
Cost of revenues	(1,642)	(874)
GROSS PROFIT	4,903	2,719
<i>Gross margin</i>	75%	76%
Research and development	(3,171)	(1,858)
Sales and marketing	(7,273)	(4,707)
Administrative expenses	(1,300)	(707)
<i>Total Operating Expenses</i>	(11,744)	(7,272)
LOSS FROM OPERATIONS BEFORE DEMERGER / IPO COSTS	(6,841)	(4,553)
Demerger / IPO costs	(11,455)	-
LOSS FROM OPERATIONS	(18,296)	(4,553)
Investment revenue	1,983	1,102
LOSS BEFORE TAXATION	(16,313)	(3,451)
Taxation	250	250
	(16,063)	(3,201)
EQUITY HOLDERS		
LOSS PER SHARE	Cents	Cents
Basic	(6.30)	(1.15)
Adjusted*	(1.81)	(1.15)

*Excludes demerger / IPO costs of \$11.455million



balance sheet

(USD '000)

As At
March 31, 2008

Non current assets	452
Trade receivables	1,816
Other receivables	1,585
Cash and cash equivalents	39,436
TOTAL ASSETS	43,289
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Trade & other payables	(2,022)
TOTAL LIABILITIES	(2,022)
<hr/>	
NET ASSETS	41,267
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TOTAL EQUITY	41,267



Conclusion

Excellent financial results that exceed expectations, both on revenue and profitability

Technology lead continues to provide us with the edge in the market with stream of **innovative products** and user features

Video Search continues to be a **strong business** that grows faster than expected

Consumer demand and interest driving **ever-increasing consumption** of online video

Increased professional content and fragmentation driving **growth in blinkx video search** usage level

Demand for targeted video advertising driving blinkx CPMs throughout period

Market continues to be **strong**, with general advertising slow-down offset by online video's secular growth

Concentration of resources on the proven and **growing video search business**

