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starcourt launches the world's first global social entertainment charts

Amplified through The Social Star Awards 2013 – the world's first-ever multi-genre global awards show celebrating the biggest stars on social media – to be staged at Singapore's Marina Bay Sands, and The Singapore Social – a 2 day international A-list multi-artist music extravaganza to be staged at Gardens by the Bay

Singapore – 31 May 2012 – All The Worlds Entertainment, along with its subsidiary Digitaes, today announced the launch of starcount (www.starcourt.com) – the world's first and largest global, digital platform for social entertainment charts. Starcount aims to provide the most extensive range of charts on the planet and be *the* definitive measure of social media popularity for fans, talent, media and brands alike.

starcourt – the world's global entertainment charts at your fingertips

Starcourt aggregates public information from the top 11 global social networks to showcase and celebrate the most unique and popular people in the world of social media across all genres. These networks are: Facebook, Renren, Twitter, Tencent Weibo, Sina Weibo, YouTube, Youku, mixi, Vkontakte, Google+ and Orkut. Supported by the Infocomm Development Authority of Singapore (IDA) and Interactive Digital Media Programme Office (IDMPO), starcount, with its proprietary data system, was developed to serve as the benchmark for popularity across geographies and cultures – the ultimate digital platform for discovering trends and rising stars in social entertainment.

Drew Thomson, Co-CEO of All The Worlds Entertainment, said: "starcourt is the first of its kind, a truly global measure of popularity. Not only are the starcount charts a unique, dynamic measure of popularity every day, starcount is the world's first 'discovery engine' that constantly seeks to entertain through introducing you to popular worldwide social stars and the latest content that you would have never otherwise known about."

Thomson adds: "Never before has it been possible to meaningfully compare stars across the spectrum of entertainment, until now. A starcount score will allow fans to uniquely compare stars global popularity. It also dynamically aggregates the social media activity of every person in the charts to give fans one place to keep up to date with the social buzz from around the world. In our view, no one else on the planet is able to chart global popularity across such a wide range of genres and people; for this reason, we can say that starcount is the global authority on social popularity."

Andrew Khaw, Senior Director (Industry Development) of IDA said, "starcourt is the first to combine entertainment ratings, the emerging influence of social media and the power of analytics to bring new insights related to the popularity of celebrities and brands. We are pleased that Digitaes has chosen Singapore as the global hub for its innovative service. Leveraging on IDA's Digital Marketplace Programme (DMP), Digitaes has an ideal digital platform to reach new markets in Asia. Among other objectives, DMP aims to enable the management and monetization of digital assets in and through Singapore."

Regarding the global launch of starcount taking place in Singapore, Thien Kwee Eng, Executive Director, Singapore Economic Development Board (EDB) added: “starcount’s portal and analytics will allow global brands to gather insights on their Asian consumers, and more effectively build their Asian strategies from Singapore. We warmly welcome starcount’s service and setup in Singapore, and believe that Singapore’s pro-business environment, vibrant entertainment scene, and base of brand owners will help starcount tap into Asia’s growth opportunities.”

The Social Star Awards comes to Singapore

Starcount is also very proud to present **The Social Star Awards** – a globally telecast event, which will be the most glamorous red carpet affair ever to be staged in Asia. This event will honour and reward the world’s biggest international superstars from a plethora of categories ranging from music, movies, fashion, computer gaming, TV and sports on a single social media platform.

The Social Star Awards supported by Singapore Tourism Board (STB) with founding partners Marina Bay Sands along with Economic Development Board (EDB), the Infocomm Development Authority (IDA), and BBC Worldwide will be held annually. The inaugural Social Star Awards will take place on the 31st of May 2013.

Paul Morrison, Co-CEO of All The Worlds Entertainment said, “We will create a huge global media event weekend from Singapore attracting multi-genre A-list superstar talent, the entertainment industry and adoring fans from around the world. The show will be produced by the same team who created the pioneering F1 Rocks event in Singapore, who are also producing the London 2012 opening ceremony and who make The Victoria’s Secret Fashion Shows in the USA.”

Morrison added, “We’ve cherrypicked the best talent in the world to create what we believe will pioneer the evolution of the awards show genre and throw a glamorous party the likes of which Singapore has never seen. The iconic and visually stunning Marina Bay Sands is the perfect location and founding partner for our show.”

“Social Media is a borderless platform that connects celebrities and fans from around the world. Marina Bay Sands is proud to partner with All The Worlds Entertainment to bring the first ever Social Star Awards to Singapore. As Marina Bay Sands has become the venue of choice for many visiting celebrities, we feel that we provide a natural home for this inaugural event,” says Mr. Mark Juliano, Senior Vice President and CCO of Marina Bay Sands.

“We are excited that All The Worlds Entertainment is launching an innovative entertainment property from Singapore. In our efforts to actively refresh and create new products and experiences, the integration of traditional formats of entertainment with digital enablers pushes Singapore forward as Asia’s leading marketplace and lifestyle hub for unique and forward-thinking entertainment concepts,” says Ms Aw Kah Peng, Chief Executive, Singapore Tourism Board.

The Singapore Social

starcount is all about “bringing social to live.” Hot on the heels of The Social Star Awards, starcount has also announced The Singapore Social, a 2-day music extravaganza hosted at Gardens by the Bay in Singapore on the 1st and 2nd of June 2013. The music festival will feature the top music stars of social media from around the world and will be streamed live on social media feeds and broadcast globally on TV.

“The Singapore Social at Gardens by the Bay is a wonderful opportunity to bring the world closer through nature, technology and music. As Singapore’s newest national garden, the Gardens by the Bay celebrates our cultural and natural heritage through carefully crafted gardens that combine intelligent and iconic infrastructure with an amazing array of tropical garden plants from the wealth of biodiversity from the tropical plant kingdom at our disposal.”

“We are therefore most happy to host South East Asia's largest A-list multi-artist concert series bringing together the biggest music stars from around the world,” said Dr Kiat Tan, CEO of Gardens by the Bay.

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About starcount

starcount is a unique and innovative social entertainment business made up of 4 elements:

- **www.starcount.com** - Uniquely aggregating multi genre social media to deliver a real time fame count of celebrity and brands covering both popularity and fan engagement and recognises, celebrates and charts the Superstars (and rising stars) of Social Media;
- **The Social Awards** - The people’s choice awards show, which re-defines the award show genre, creating truly interactive, A list content;
- **Starcount Live** - Year round events in key strategic locations championing the existing and emerging stars of social media across all genres. The first live event being The Singapore Social music event in June 2013;
- **Starcount²** - Unique global insights and measures for both consumers & brands across multiple genres and social media platforms. Aggregation of social media data and trends creates opportunities for content and analysis.

Starcount is a Singapore based company with offices in Singapore and in London.

About All The Worlds Entertainment (ATWE Pte Ltd)

ATWE is a unique social entertainment business with the capability and skill-sets to create and deliver world leading social entertainment platforms. ATWE is pioneering the fusion of the main entertainment genres - music, sport, fashion, film, TV, gaming and bringing together the digital and live environments to create unique properties across the world.

ATWE puts creativity at the centre of everything we do from the development of our branded entertainment platforms through to the commercial structures we adopt with clients and partners. Peter Kenyon, the former CEO of both Manchester United FC and Chelsea FC is a Non-Executive Director of ATWE Pte Ltd.

ATWE is a Singapore based company with offices in Singapore and in London.

About Infocomm Development Authority of Singapore

The Infocomm Development Authority of Singapore (IDA) is committed to growing Singapore into a dynamic global infocomm hub. IDA uses an integrated approach to developing infocommunications in Singapore. This involves nurturing a competitive telecoms market as well as a conducive business environment with programmes and schemes for both local and international companies. For more information, visit www.ida.gov.sg.

About Marina Bay Sands Pte Ltd

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants and an outdoor event plaza. Its two theaters showcase a range of leading entertainment performances including world-renowned Broadway shows. Completing the line-up of attractions is the ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com.