



... Making FAME Count

Start-ups Serving the World Market via the Internet

Drew Thomson
CEO All The Worlds Entertainment

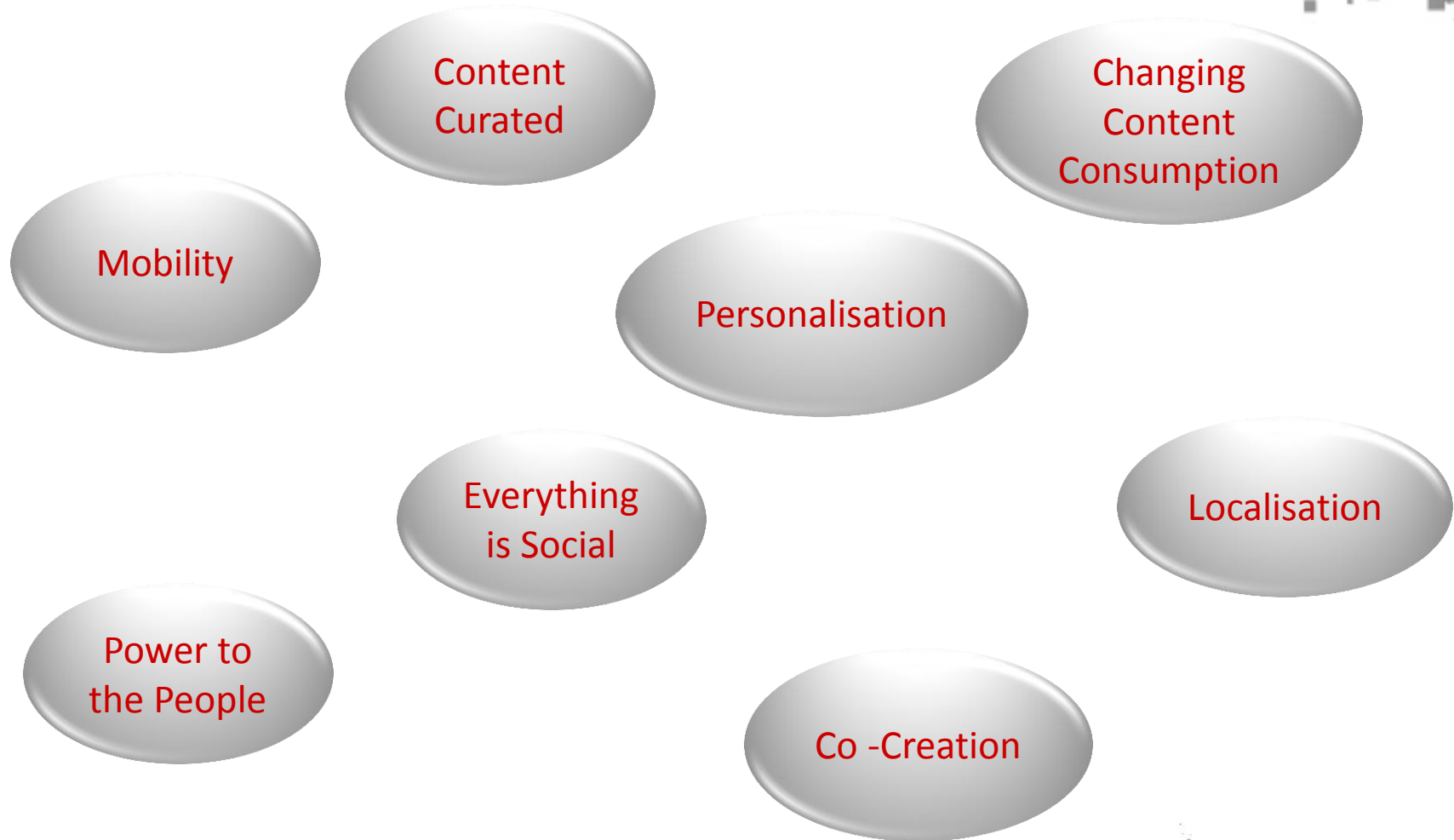
Digital Content Landscape

Traditional advertising/promotion is dead
On-line and on-your-phone is the future

- Online ad-spend in 2010 was \$60billion globally, projected at \$100b by 2014
- Video ad-spend was 7% (\$2.1B) in 2010, projected at \$12billion by 2014
- 70%+ of web users watch video online at least once a month
- YouTube, Google & facebook produce more than 80% of video streams
- Internet viewership is moving towards primetime, on demand video through interactive TV services expected to overtake internet viewing in 2011
- More than 15% of internet users have posted a video online, 60% post photos, 8% post blogs (TNS Gallup InterBuss 15 years)



Digital Content Landscape





The Social Media Phenomenon



Entertainment
Content



Social
Media
&
Entertainment



Social
Conversation



Delivery
Device



Digitales Proposition

Digitales will be the definitive measurement of FAME

The Digitales of FAME

Digitales is made up of 5 elements:

1. **thedigitales.com** - Uniquely aggregating multi genre social media to deliver a real time FAME count of celebrity and brands covering both popularity and fan engagement (see our beta site at www.famecount.com)
2. **Digitales Pro** - Unique insights and measures for both talent & brands across multiple genres and social media platforms driven from the popularity and scale of the Consumer Digital Platform
3. **Digitales Awards** - The Worlds largest multi-genre, multi-market, multi-sensory, multi-media Global Awards Show. The first Awards will be held on 1st June 2012 at Marina Bay Sands in Singapore.
4. **Digitales Live Events** - 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 Rock Garden Festival on 2nd & 3rd June 2012 at the futuristic Gardens by the Bay
5. **Gaming** – Compelling games from skill based (Fantasy Talent Manager) through to mass participation social gaming (FameVille, FAME Top Trumps) to provide frequent interactions with Digitales consumers



Digitales Content Formats

Annual
Digitales
Awards
Programming

Weekly
Highlights

Gaming

Fame
Count
Charts

User generated
and Crowd
Sourced
Content

Local
Event
Content

Digitales
Editorial

Regular A list
talent
interviews and
features

Pre and post event
Programming from
Digitales Regional
Events



Digitales Summary

- A unique Partnership between All The Worlds, STB, & iDA
- Social Media is the most influential and fastest growing media in the world, redefining the Entertainment sector, creating new global superstars and rendering traditional popularity indices largely irrelevant
- Digitales recognises that the key measure of FAME will be defined by Social Media and will uniquely aggregate social media popularity and engagement to measure and define FAME
- ATW's approach to working with our Partners is inclusive and innovative
- Partners have the opportunity to join the Digitales Curators and shape the Digitales platform
- Digitales can deliver content, social media currency, activation and amplification for Partners across media and event platforms

