



GLOBAL SUPER STARS HEAD TO SINGAPORE FOR THE INAUGURAL SOCIAL STAR AWARDS WITH FIRST TIME FULL LIVE CONCERTS IN SINGAPORE FROM AEROSMITH, CEELO GREEN & BLUSH PLUS VERY SPECIAL GUEST APPEARANCE FROM PSY AT ULTIMATE POST-AWARDS CONCERT WEEKEND THE SINGAPORE SOCIAL, SOUTH EAST ASIA'S ENTERTAINMENT EVENT OF THE YEAR

FOR GENERAL RELEASE 09.00 TUESDAY 23RD APRIL 2013

On Thursday 23rd May, **Starcount** will unveil the winners of the inaugural **Social Star Awards** at a multi-genre international A List celebration at **Marina Bay Sands®**, Singapore.

The **Social Star Awards** will be a unique 24 hour event with an incredible 288 awards (one every 5 minutes) presented to the biggest stars and brands across the world. The Awards show at Marina Bay Sands will feature live performances from **Aerosmith**, **CeeLo Green**, **PSY**, and **Blush** all of whom will also perform at the ultimate post-Awards concert weekend, **The Singapore Social**.

At the **Social Star Awards** the world will shine a spotlight on **Singapore** to discover the world's most popular stars in social media globally over the past 12 months in this 3-hour celebration event.

America's greatest rock and roll band, first time performers in Singapore, and Rock and Roll Hall of Fame inductees **Aerosmith** have sold over 150 million albums worldwide and have been recognized with uncountable accolades including 4 Grammy's, 6 Billboard Awards and 12 MTV Music Awards. "The Bad Boys from Boston" and one of the most beloved bands of all time have dominated popular culture for decades, and their classic hits like *I don't Want to Miss a Thing*, *Love in an Elevator* and *Living on the Edge* have brought millions of fans to their feet. Aerosmith is guaranteed to provide the perfect anthemic finale to the awards.

CeeLo Green is the five-time Grammy award winner whose hit single "Crazy", as part of duo Gnarls Barkley, brought him to international stardom and then, in 2010 his multi-platinum record 'Forget You' became the summer soundtrack that was so ubiquitous that Gwyneth Paltrow covered it when she appeared on Glee. Additionally, CeeLo is also the much loved and respected coach on NBC's hit show The Voice USA during its first 3 seasons and will be returning to his coaching chair for season 5 of The Voice. CeeLo will come straight to the awards from his 2 month Las Vegas residency at Planet Hollywood and will be gearing up for his Goodie Mob album release this summer as well as a new solo album and memoir slated for a release towards the end of 2013.

Long before 'Gangnam Style' made him a global social superstar, **Psy** had spent 10 years becoming one of South Korea's most beloved icons. 'Gangnam Style' officially became the most viewed [and most liked] video in YouTube history, with 1.5 billion views and counting. Shortlisted for a Social Star in the *Most Popular Music Solo Artist* category, and with his new single 'Gentleman' looking set to smash even his own records, racking up nearly 100 million YouTube views in its first 2 days alone, Psy's addition as very special guest to the Singapore Social Concert's bill looks set to be yet another stellar social moment.

Blush are Alisha, Angeli, Ji Hae, Nacho and Victoria: "5 girls from 5 Asian countries". Already enjoying unprecedented global success, these five gifted girls on a mission are executive produced by the legendary Quincy Jones and have already shared the bill with international acts as diverse as Justin Bieber, Black Eyed Peas, Jessie J, The Wanted, Jay Park and Diana Ross. The only vocal group from Asia in history to have their first two singles hit Top 3 ('Undivided' feat. Snoop Dogg #3 and 'Dance On' #1) on a US Billboard Chart, Blush have wowed audiences around the world with their pop, R&B





and dance fusion, from “Summer Sonic” in Tokyo to “NBA JAM Live” in Beijing and Manila via the prestigious American Music Awards.

The Social Star Awards celebration will be set against the stunning backdrop of our unique venue, Marina Bay Sands, which will be transformed into an interactive spectacle for an evening of truly memorable moments. With the Hollywood A-List on the red carpet and a four-course meal from official Academy Awards Chef **Wolfgang Puck** delivered by his talented team at CUT, Marina Bay Sands, being served to VIP guests, The Social Star Awards will have sealed its place as the ‘Oscars’ of social media.

This unprecedented line-up of the most amazing international talent will then stay on for the public holiday weekend to present **The Singapore Social Concerts** at the **Gardens By the Bay** - the ultimate post Awards concert weekend for the **Social Stars**.

The **Singapore Social** will see full live sets from **Aerosmith (Saturday 25th May)** **CeeLo Green** and **Blush** plus very special guest appearance from **Psy (all Friday 24th May)** as guests keep the party going throughout the weekend, they can marvel at the incredible backdrop of what is the jewel in the crown of Singapore’s entertainment spaces - **Gardens by the Bay** - enjoying a venue and a line-up that are out of this world.

Paul Morrison and **Drew Thomson**, **Joint CEO’s** of **Starcount** comment: “We are incredibly excited to welcome some of the biggest stars on the planet to Singapore for the inaugural **Social Star Awards**. With a line-up that features rock and roll icons **Aerosmith**, digital music record-breaker **CeeLo Green**, plus **PSY**, the star of the most viewed YouTube video in history and **Blush**, the biggest all Asian girl group on the planet, we couldn’t imagine a better representation of everything that Starcount is celebrating at our first ever global show.

The **Social Star Awards** will take social influence to another level, from the **276 Awards** we give out via our social media partners during our 24-hour event to the **12 global awards** unveiled in the room. Singapore itself and our partners at Marina Bay Sands and Gardens by the Bay will provide the ultimate backdrop: now we just need the ultimate global audience to come and join us. With more announcements of talent attending and performing to follow over the coming weeks, the official countdown starts now...”

Karen Mosley, Executive Director, Entertainment, **Marina Bay Sands** said: “Marina Bay Sands is excited to host the first ever Social Star Awards in Singapore. This inaugural social media awards is set to be a spectacular star-studded affair that celebrates personalities who are taking the social world by storm. This event is a testament of Marina Bay Sands’ commitment and ability to bring world-class entertainment to Asia.”

Lionel Yeo, Chief Executive, **Singapore Tourism Board** commented: “We are thrilled that Singapore will host yet another unique first-of-its-kind event that will cement our reputation as an innovative lifestyle hub. By tracking and celebrating the most popular personalities and brands in social media across various genres, Starcount will be the first to pay tribute to how entertainment is increasingly consumed and enjoyed in today’s world. By being part of this undertaking, the value this brings to our local industry is significant and tangible – along with major celebrities gracing our shores, there will also be opportunities to share knowledge, technology and concepts across a myriad of local and global platforms.”

Danielle Tiedt, Vice President of Marketing at **YouTube**, said: "The Social Star Awards' innovative 24-hour broadcast concept is perfectly suited for YouTube. For the first time an entire generation, who we call Gen C, has grown up with an unmediated relationship with content. They are defined by the





Internet, mobile, and social networking, and the Social Star Awards will celebrate this new cultural moment. We are excited to help make Social Star Awards a truly global event and help them connect with Gen C audiences everywhere."

In short, if it's massive in social, it's part of this exclusive global awards event.

The stars are aligning in Singapore. Get ready for the showbiz glamour, fix up and look sharp, prepare to be entertained by the stars but most importantly be proud that Singapore yet again attracts a world first.

The stars are coming to party at Marina Bay Sands - are you?

TICKET INFORMATION:

PLEASE NOTE TICKETS GO ON SALE 09.00 WEDNESDAY 24TH APRIL 2013

Social Star Awards | Marina Bay Sands | Thursday May 23rd | Tickets and information on exclusive hospitality packages available from www.starcount.com/tickets

Singapore Social Concerts | The Meadow, Gardens by the Bay | Friday 24th & Saturday 25th May | Tickets and information on exclusive hospitality packages available from www.starcount.com/tickets

The **Social Star Awards** and **Singapore Social Concerts** will be streamed live around the world by our global partner YouTube. www.youtube.com/starcount

[Starcount's](http://www.starcount.com) Global Partners for the [Social Star Awards](http://www.starcount.com) are [Your Singapore](http://www.your-singapore.com) and [YouTube. Marina Bay Sands](http://www.youtube.com/marina-bay-sands) is the official founding host event partner.

FOR FURTHER INFORMATION PLEASE CONTACT:

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NOTES TO EDITORS:

The **Social Star Awards** are based on data from [Starcount](http://www.starcount.com) which uniquely aggregates and charts social media's most popular stars and celebrities through the measurement of **1.7billion** people's social media activity across the **11 biggest social media networks** in the world. Never before has there been a recognition and celebration of what the global social community like, follow, view, tweet and share each and every day.

At Starcount, it's the **fans** who really count and Starcount has also launched the world's first global fan celebration – **Starcount Fan Charts**. This ground breaking App allows fans to be recognized and rewarded for their existing behavior by earning rewards, badges, @mentions or follows from the stars they love. Every **Twihard, Belieber, Red Devil** and every fan inbetween can join their stars **Fan Chart** at starcount.com to connect and be counted.

Starcount uniquely ranks and charts fans based on their individual social behavior by awarding points for every tweet, share, view and comment about the individual stars they love. From **Lady Gaga** to





Coca Cola to Barack Obama, Starcount will identify their biggest fans every day – a true celebration of fans the world over.

Starcount is also searching for our shortlist's Superfans; the fan who between now and 9th May likes, shares, posts, re-tweets and views their Stars social content more than any other fan on the planet. Not only will these Superfans receive an award themselves during the 24 hour Social Stars event but some will also be in with a chance of receiving their Award from their Superstar.

SOCIAL STAR AWARDS 2013 SHORTLIST:

Please note the shortlists below are listed in alphabetical order:

MOST POPULAR MUSIC SOLO ARTIST	MOST POPULAR ACTOR
Justin Bieber	Jackie Chan
Katy Perry	Justin Timberlake
PSY	Selena Gomez
Rihanna	Will Smith
MOST POPULAR MUSIC GROUP	MOST POPULAR SPORTS TEAM
Linkin Park	Chelsea FC
LMFAO	FC Barcelona
Maroon 5	Manchester Utd
One Direction	Real Madrid

MOST POPULAR FILM	MOST POPULAR SPORTS PERSON
Harry Potter	Cristiano Ronaldo
Shrek	David Beckham
Titanic	Lionel Messi
Twilight	Ricardo Kaka
MOST POPULAR TV SHOW	MOST POPULAR GAME
Ellen DeGeneres Show	Angry Birds
Mr Bean	Candy Crush Saga
The Simpsons	League of Legends
X Factor (Global)	Texas Hold'em Poker
MOST POPULAR SOCIAL SHOW	MOST POPULAR BRAND
Jenna Marbles	Blackberry
Smosh	Coca Cola
Toby Turner	Samsung (Mobile)
PewdiePie	Walt Disney

THE SHORTLISTED STARS ABOVE HAVE OVER 1.8BN FANS GLOBALLY ON SOCIAL MEDIA...

The Social Star Awards and Singapore Social Concerts will be streamed live around the world by our global partner YouTube. www.youtube.com/starcount





ABOUT STARCOUNT:

Starcount is the definitive global popularity leaderboard, ranking the world's top celebrities and stars based on their popularity and fan engagement, to produce the ultimate social media chart. It shows the social media ranking of stars across thousands of countries and categories.

Starcount uniquely aggregates and charts popularity and engagement of 1.7bn people's social media activity across the 11 biggest social media networks in the world every day. These networks are: **Facebook, Twitter, Google+, YouTube, Sina, Tencent, Youku, Renren, Mixi, Orkut & Vkontakte.**

ABOUT MARINA BAY SANDS:

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 ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com

ABOUT THE SINGAPORE TOURISM BOARD:

The Singapore Tourism Board (STB) is a leading economic development agency in tourism, one of Singapore's key service sectors. Known for partnership, innovation and excellence, STB champions tourism, making it a key economic driver for Singapore. We aim to differentiate and market Singapore as a must-visit destination offering a concentration of user-centric and enriching experiences through the "YourSingapore" brand. For more information, please visit <http://www.stb.gov.sg/>

