

31 July 2017

## MEGASTAR LAUNCHES IN CANADA WITH LIVE STREAMING

### HIGHLIGHTS

- + Megastar competition continues to build momentum with the App going live in Canada on 29 July 2017 and weekly heats now open for Performer and Fan participation
- + Canada's population surpassed 35 million in 2016 with a 75% smartphone penetration
- + **Live streaming capabilities will be added** to the platform enabling performers to engage their audience in real-time, driving fan support and social amplification, with monetization mechanics to be added in upcoming roll out into Australia and US
- + Australian and US release planned for August and September respectively with the introduction of sponsored performers and global marketing program to follow
- + **Great Britain, South African and New Zealand heats progressing well**, with engagement exceeding expectations

MSM Corporation International Limited (ASX: MSM), a leading digital technology and entertainment company, is pleased to provide an update on its progress towards the global launch of the Megastar competition, with the App now live in Canada.

**Canada has a total population of over 35 million and a smartphone penetration of more than 75%<sup>1</sup>.**

The App went live in Canada on 29 July 2017 and is available for Fans and Performers to download. In addition, the first weekly Canadian competition heat is now open and is welcoming performers in Music, Dance, Extreme Sports, Variety, Magic, Comedy categories.

Whilst live in Canada a new live streaming feature will be added to the App for all four live territories. Performers will be able to live stream their performances and engage directly with their audience in real-time. Live streaming is an extremely powerful tool for delivering content and it will enable Performers to build stronger support from their existing fan base and to drive the number of followers and fans they acquire. Live streaming is also an additional opportunity for Megastar to monetise in coming weeks with gifts and donations as well as in stream voting being key in-app purchases and are proven models used by similar cohorts as a core e-commerce business model.

The Megastar competition is now live in Great Britain, South Africa, New Zealand and Canada with heats progressing well. Performer and Fan engagement in the weekly heats is growing, building strong momentum. Fan engagement continues to be strong.

Megastar's total Sponsored Performer reach is **now close to 60 million**. The Australian and US launch of the App and competition heats are planned for August and September 2017 respectively, completing the global release of the competition. Following the US release, the Company will introduce the Sponsored Performers and their audience as well as the global marketing campaign.

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<sup>1</sup> <http://www.crtc.gc.ca/eng/publications/reports/policymonitoring/2016/cmr.htm>



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**MSM Managing Director, Dion Sullivan commented;**

“Going live in Canada, our fourth competition territory is very exciting for the team. The momentum is building and we are beginning to see how much Fans and Performers are enjoying the mobile-first format. Already we have a great display of talented Performers taking part in the competition and Fan engagement is growing. We expect that Canada will further grow these numbers, along with Australia and the US in due course.”

**MSM Executive Director Asia-Pacific, Sophie McGill commented;**

“One of the most rewarding things about Megastar is the incredible talent that the competition is attracting. We are seeing some amazing Performers already and Fans love it! The addition of live streaming will allow fans and performers to have a more fulfilling two way interaction and help build the social Q, or the social profile and value of the performers. It will also allow for additional monetisation in coming weeks. With the Australian launch coming up next, we couldn’t be more excited about showcasing the high quality of both the competition technology and talent it’s attracting.”

## FOR FURTHER INFORMATION, CONTACT:

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## ABOUT MSMCI

MSM Corporation International Limited (“MSMCI”) is an online entertainment company that specialises in building and launching new digital entertainment products to audiences in the US, Great Britain, Australia, Canada, New Zealand and South Africa. MSMCI partners with local operators in non-English speaking markets to maximise the reach of its products and services globally.

MSMCI's flagship product is Megastar, a global, mobile-first talent competition, featuring performers of any category, competing to win One Million US Dollars, a role in a film and various other prizes. Winners are chosen by fans voting in the competition through the Megastar App.

The first Megastar competition launches in MSMCI's six core markets with the App available for download from the Apple and Google Stores. Additional Megastar competitions will subsequently launch in non-English speaking markets via partnering and licensing agreements.

Megastar was founded by Adam Wellisch and Dion Sullivan in February 2014 and listed on the Australian Securities Exchange becoming MSMCI (ASX:MSM) in January 2016. The Company is currently headquartered in Sydney, Australia and Oakland, California, USA.

Visit [www.msmci.com](http://www.msmci.com) to learn more or to sign up for the investor newsletter.