

MSM STRENGTHENS PATENT COVERAGE

- Significant US Patent issued representing System And Method For Analysing And Tracking Media For Talent Discovery
- This patent will be of value to talent or management agencies that need to assess millions of hours of video content to find “the next big thing” on platforms like YouTube, Instagram, Facebook, and TikTok
- The patent also enhances the value of the license agreement with RTE for utilisation of the Megastar platform for mobile gaming and eSports
- MSM continues to advance its intellectual property assets to maximise the benefit of the Megastar platform concepts in the global digital technology and entertainment industry

MSM Corporation International Limited (“MSM” or the “Company”) is pleased to advise that the Company has continued to advance its intellectual property assets to maximise the benefit of the Megastar platform concepts in the global digital technology and entertainment industry.

The issuance of US Patent No. US 10,733,561 strengthens the legal protection for the Megastar platform, underpins MSM’s licensing strategy and creates the potential for new revenue opportunities.

In the short term, US Patent No. US 10,733,561 enhances the value of the license agreement with Riva Technology and Entertainment Limited (RTE) for utilisation of the Megastar platform for mobile gaming and eSports (as announced on 15 July 2019).

System And Method For Analysing And Tracking Media For Talent Discovery (US Patent No. 10,733,561)

US Patent No. US 10,733,561 has been issued with the US continuation application now filed and currently pending in the United States. There are also applications pending for this patent in Australia and the European Union.

The issued claims of this patent cover a system and method for analysing media to evaluate talent of a “content creator” in the media.

The method, implemented by software and machine learning, utilises both objective data sets and subjective datasets to evaluate the talent of a person in a video (e.g. on YouTube®).

The system and method uses objective quantitative data including video quality and audio quality along with data derived from the movements of the “content creator”.

Machine learning algorithms constantly tune these data to optimize the system and method over time.

The subjective data set includes polling data from a plurality of participants as to whether the subject in the media has talent. The machine learning algorithm can then output a score relating to the talent of the subject in the media.

This patent will be of value to talent or management agencies that need to assess millions of hours of video content to find “the next big thing” on platforms like YouTube, Instagram, Facebook, and TikTok.

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MSMCI Chairman, Antoine Massad commented

"The issuance of this significant US patent is a great result for the creativity, persistence and efforts of those involved in the Megastar platform over time. This advancement in our patent portfolio enhances the potential commercialisation opportunities of our Megastar platform. I also would like to acknowledge the expertise of our IP team for delivering this valuable outcome."

William Fitzpatrick, MSM IP Partner, Eandi Fitzpatrick LLP commented

"Patent protection is a critical component of MSM's commercialisation strategy. This is particularly important in this dynamic and rapidly expanding sector. To this end, MSM has implemented a well-executed patent strategy that is closely aligned with its Company objectives."

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. MSMCI partners with local operators in non-English speaking markets to maximise the reach of its products and services globally.

MSMCI's first product to delivery was Megastar, a global, mobile-first talent competition, featuring performers of any category, who competed 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 launched in core markets with the App available for download from the Apple and Google Stores. MSMCI will now capitalise on this platform by optimising the Megastar Version 2.0 through the strategic partnership with The Riva Group's already established portfolio of industry specialists in eSports, gaming, user acquisition, IP delivery and infrastructure.

The Megastar Version 2.0 platform is planned to deliver a more gamified and interactive experience skill-based competition with eSports and mobile gaming under the license agreement executed with Riva Technology and Entertainment Limited in conjunction with eSports organization, Galaxy Racer.

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