



**Mooter Media Limited (ASX: MMZ OTCQX: MOTMY)**  
ABN 26 059 081 293

## **Mooter Media announces launch of Shutterbug Millionaire**

*Think about the hundreds – maybe even thousands – of photos you’ve taken. And not just the ones on your phone or in your Facebook albums. What about the photos stored in boxes under your bed, on hard drives, cameras, fridges, in frames and drawers? Beginning in May 2012, and over 16 weeks, we’ll be searching for the World’s Most Incredible Photo, and there’s a good chance it might be one of yours.*

*These days we all have more photos, and we are all photographers. Today an interesting, powerful, incredible photo is not just about technical skill, but increasingly about being in the right place at the right time, sparking inspiration or simply seeing something in the world that others don’t. It’s about capturing a moment.*

*The World’s Most Incredible Photo could really come from anyone, anywhere. Whether uploading a photo or judging an entry, we want people to feel they are part of something big. Interacting with the site, entering contact details and paying a nominal entry fee is a small price to pay for the chance to contribute towards – and maybe even win – the search for the World’s Most Incredible Photo.*

*Your life could change in a flash.*

Mooter Media Limited (ASX:MMZ – OTCQX:MOTMY) and Hot Shot Media Limited are delighted to announce that in May 2012, the joint venture partners will launch Season 1 of Shutterbug Millionaire (“SBM”), the first element of ImageSocial’s comprehensive social photography platform. SBM is a world-first online reality event with the largest prize pool ever offered online; combining the suspense and excitement of the most successful reality TV competitions with the community, interactivity and immediacy of the web to define an all-new online contest genre in a search for the World’s Most Incredible Photo.

In late 2011, Hot Shot Media embarked on a confidential and comprehensive independent research study driven by comScore, the web’s leading research and analytics firm. This extensive study sought specific insights on user attitudes, behaviours and receptivity towards online competition and related activities within the photography arena, and served as the basis for the formulation of Shutterbug Millionaire’s pricing structures, user experience, partner integration and highly targeted international marketing campaign. The total sample size was approximately 4,500 across the United States, the United Kingdom and Australia, delivering a statistically reliable and comprehensively modelled dataset. Along with these primary launch markets, Season 1 of Shutterbug Millionaire will also launch in New Zealand, Canada and Singapore.

Specifically, Hot Shot Media and comScore profiled and segmented target market demographics, lifestyle attributes and media consumption to determine Shutterbug Millionaire’s most likely and monetizable audiences. The study revealed a target market of approximately **225 million** people across the US, UK and Australia, concentrated across three high-value market segments: high-tech early adopters; mobile web users and social gamers.

Within the above segments, comScore data illustrated a highly lucrative and financially compelling proposition to proceed with vigour in the immediate execution and commercial exploitation of Shutterbug Millionaire. comScore's highest indexing user group were high-tech early adopters in the United States, who account for approximately 8% of the US market. This group is projected to have a 68% adoption rate to Shutterbug Millionaire with a total upload rate of 7.53 entries per user, at an upload fee of USD \$1.00 per photo. Notably, 87% of this group own a dedicated digital camera, 70% own an Apple iPad and 63% own a digital SLR camera, while 75% consider themselves professional or enthusiast photographers.

By comparison, only 6% of our low-value, non-target market intends to enter SBM, at an average of 1.32 times per user. Only 5% of this group own a dSLR, while 5% own an iPad – 12% consider themselves a professional or enthusiast photographer. Even in this group, however, comScore projects a total of 59 million paid entries, reflecting the viral growth potential inherent within our launch markets.

To this end, Hot Shot Media's comScore study has outlined a significant and highly monetizable target audience that will form the core constituency of Shutterbug Millionaire's digital and out-of-home marketing campaign. Within an audience of 225 million users, comScore data projects a total adoption of approximately **40 million** converted users across the US, UK and Australia, uploading a total of **441 million** entries into Shutterbug Millionaire. The Company has built the ImageSocial platform taking into account these levels of growth potential and is confident that the platform has sufficient extensibility to handle such a server load.

Although the comScore study results were highly encouraging, Hot Shot Media has chosen to model its growth patterns and projections for Season 1 of Shutterbug Millionaire on a more measured, conservative and market-sensitive financial approach. Hot Shot Media's internal research team has identified a minimum performance indicator of **7.5 million** users across SBM's six initial launch markets, with at least 88% of those users submitting at least one paid photo, contributing to a baseline paid upload KPI of **16.7 million** photos at USD \$1.00. The Company is currently in the process of pricing optimization to maximize user participation and revenue potential and is considering offering a tiered volumetric pricing strategy.

With Shutterbug Millionaire, Hot Shot Media will combine the suspense and excitement of the most successful reality TV competitions with the community, interactivity and immediacy of the web to define an all-new online contest genre. In doing so, the Company seeks to drive short-term user acquisition and revenues, with the intention of driving our strong user base into other similarly monetizable facets of ImageSocial, leveraging protectable and proprietary intellectual property with a powerful competitive advantage.

Following Shutterbug Millionaire, Hot Shot Media will roll out the Shutterbug Marketplace via the ImageSocial platform. This social marketplace will connect photographers from around the world with individuals and businesses seeking highly relevant and real-time photographic content.

Existing stock photography providers, such as Corbis, Getty Images and iStockphoto require clients to trawl endlessly – and often in vain – through existing content databases to find relevant and appropriate imagery. The Shutterbug Marketplace will turn the \$6 billion stock photography market on its head, allowing clients to post their photo requirements, offer a prize and drive photographers to a location, providing for an engaging, real world experience and delivering increased relevance, topical efficiency and cost effectiveness to clients, while offering amateur photographers a new way to profit from their own new or existing photographic content.

The joint venture partners intend to roll out the Shutterbug Marketplace in September, 2012 – immediately following the conclusion of Season 1 of Shutterbug Millionaire.

As the Company focuses on the launch of Season 1 of Shutterbug Millionaire within its launch markets, it will soon commence an aggressively focused marketing and advertising program, formulated by Droga5 (the fastest growing independent agency in the United States) and intended to give Shutterbug Millionaire the major launch momentum deserving of a product with proven short term monetization potential and a long-term vision to aggregate photographic content from around the web, becoming the online destination for the world to monetize, communicate and engage with their photos.

The Company intends on keeping both shareholders, and the market more generally, fully apprised of all marketing and promotional elements pertaining to the launch of Shutterbug Millionaire as and when they occur, as well as detailing the operational processes and gameplay elements surrounding Shutterbug Millionaire's 'untelevised, televised event'.

### **About Mooter Media Limited**

Mooter Media (ASX:MMZ OTCQX:MOTMY) is a developer and provider of digital media solutions. The Company offers unique solutions in online marketing, including the *Mooter adVantage* contextual advertising platform and generates significant on-line advertising revenue through its wholly owned subsidiary, Project Search Pty Ltd.

Mooter is a joint venture partner with Hot Shot Media Group (HSM), the developer of a novel photo-focused networking, social gaming and contest platform incorporating revolutionary social photography concepts and allowing users to have fun with their memories. (see [www.hotshotmedia.com](http://www.hotshotmedia.com)); and Woophy, a geo-targeted online photo community (see [www.woophy.com](http://www.woophy.com)).

Mooter Media has an interest in Entellect Limited (ASX:ESN), a developer of educational software, and is also a joint venture partner with ESN and HSM in Knowledge Nation, a global coordinator of educational games initiatives that are fun, compelling and desirable to children and designed to improve acquisition and retention of curriculum objectives. These products are used at home by students beyond formal school hours. (See [www.entellecsolutions.com](http://www.entellecsolutions.com) and [www.knowledgenation.com](http://www.knowledgenation.com) )

Mooter is listed on the ASX as its home exchange and trades in the United States on OTCQX at a 1:200 ratio to the ordinary, fully paid, shares listed on the ASX. Mooter has its offices in Sydney and representative offices in Singapore and San Francisco.

For further information, please contact:

**For further information visit [www.mootermedia.com](http://www.mootermedia.com)**

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INTRODUCING

# SHUTTERBUG MILLIONAIRE

THE SEARCH FOR THE WORLD'S MOST INCREDIBLE PHOTO



INCREDIBLE  
BRANDS



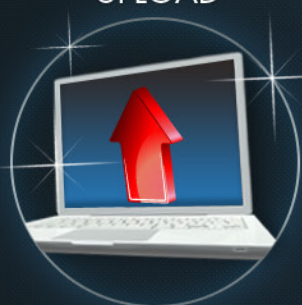
INCREDIBLE  
PRIZES



INCREDIBLE  
NAMES

## THE PROCESS

UPLOAD



VOTE



JUDGE



WIN



And The **CHANCE** TO WIN

# \$1 MILLION DOLLARS

The Largest Contest Prize Pool Ever Offered Online\*

## PROJECTION *for* SUCCESS

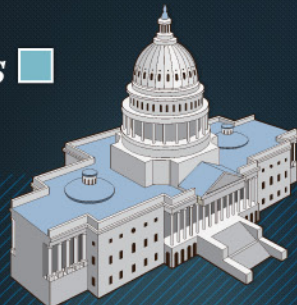
40M *People*



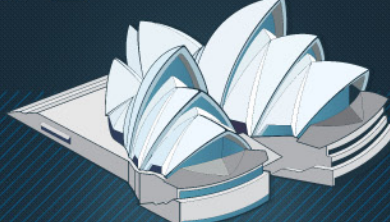
441M *Entries*



US



AU



UK



Our optimized global marketing campaign will target large segments of the overall population.

THE **MONETIZATION POTENTIAL** OF SHUTTERBUG MILLIONAIRE IS **EXTRAORDINARY**

## REVENUE SOURCES



ENTRY FEES



SUBSCRIPTION



ADVERTISING

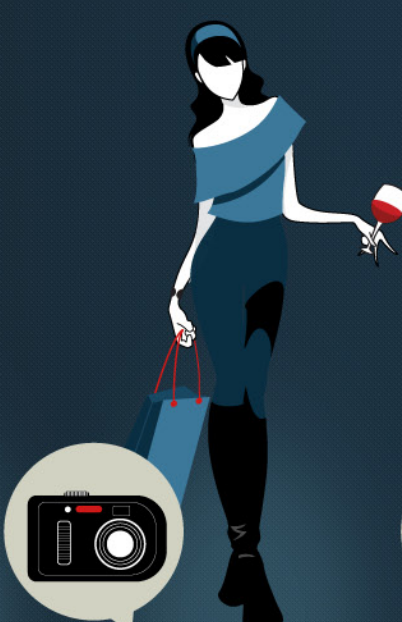
## Someone's Life Will Change In A Flash

## WHO ARE THE USERS ?



**EARLY ADOPTERS**

OWN TABLETS, DSLRS, AND OTHER DIGITAL GADGETS. ABOUT 98% OF EARLY ADOPTERS UPLOAD PHOTOS ONLINE.



**SOCIAL & ACTIVE**

PARTICIPATE IN TRAVEL, HEALTH AND FITNESS, DINING OUT, AND CULTURE & ART. ABOUT 75% OF THE SOCIAL & ACTIVE TYPE UPLOAD PHOTOS ONLINE.



**SOCIAL GAMERS**

PLAY SOCIAL GAMES ONLINE, ON THEIR MOBILE PHONES AND OFFLINE. ABOUT 88% OF SOCIAL GAMERS UPLOAD PHOTOS ONLINE.



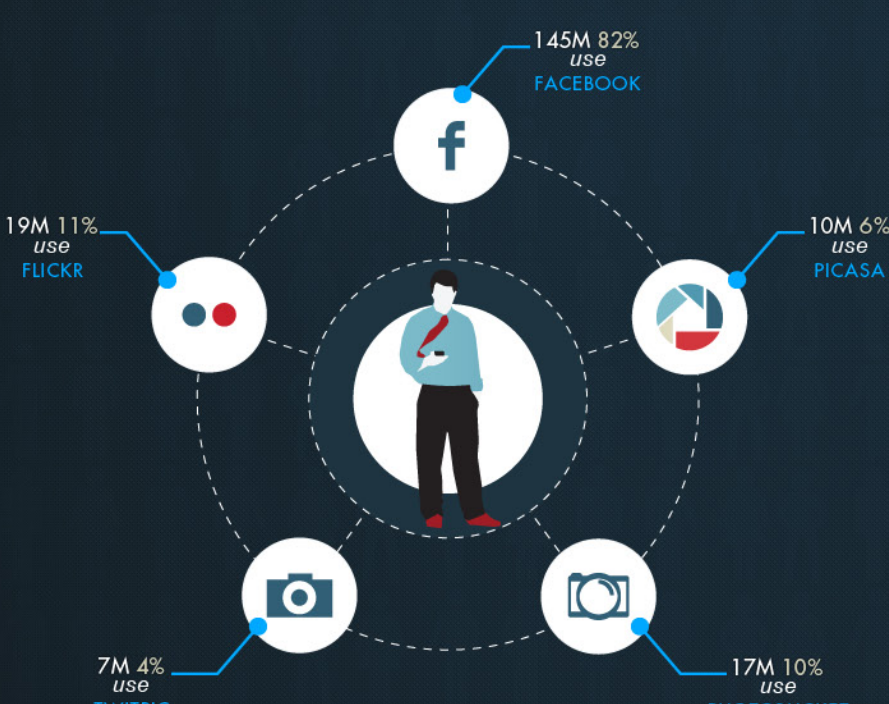
**MOBILE USERS**

SURF THE WEB ON A MOBILE PHONE. HOOKED ON THEIR MOBILE AND MOST LIKELY TO USE THEIR SMART PHONE'S CAMERA. ABOUT 90% OF MOBILE USERS UPLOAD PHOTOS ONLINE.

OUR TARGET AUDIENCE INCORPORATES ENTHUSIASTIC PARTICIPANTS IN THE **TECHNOLOGY**, **SOCIAL** AND **PHOTOGRAPHY** REALMS.

## Our Audience: 225 Million

## THE EXPECTATION *of* PARTICIPATION



### The **HUGE** OPPORTUNITY

WITH A TECHNOLOGICALLY APT AUDIENCE THAT UPLOADS PHOTOS USING VARIOUS ONLINE AND SOCIAL NETWORKS LIKE FACEBOOK AND FLICKR, OUR OPPORTUNITY FOR USER CONVERSION IS REMARKABLE. THE OPPORTUNITY BECOMES EVEN MORE ENTICING WITH OUR GRAND PRIZE OF \$1 MILLION, PLUS THOUSANDS OF DOLLARS IN OTHER REWARDS ALONG THE WAY.

## Global Opportunities

The first Shutterbug Millionaire will launch in the US, UK, CA, AU, NZ and SG.



### SIX COUNTRIES

- UNITED STATES
- CANADA
- UNITED KINGDOM
- AUSTRALIA
- NEW ZEALAND
- SINGAPORE

## This Is Just The Beginning...

[www.ShutterbugSocial.com](http://www.ShutterbugSocial.com)

\*To the Company's knowledge, Shutterbug Millionaire offers the largest online prize pool for any game of skill of a like nature. All data is derived from a comprehensive study by comScore conducted in Fall 2011.