



**EMPOWERING CREATORS**

**VS MEDIA Launches US\$4million  
VS ME Content Production Fund for Creators**

*Empowering local creators with professional support to enter the market and bring original ideas and content to life*

**Hong Kong, August 29, 2016** – VS MEDIA, a cutting edge, next-generation media network, today announced the launch of the **VS ME Content Production Fund (the Fund)**. In June, the company received backing from CMC Holdings, and this month from Discovery Communications as well. Through these recent investments, VS MEDIA is setting up a US\$4million content production fund which will be used to collaborate with creators to produce local formats. This is one of the greatest developments in funding of original creator IP development to date in Hong Kong, providing creators with a unique opportunity to pitch their original ideas along with the real possibility of bringing them to life and creating multi-franchising opportunities. Recruitment for the first round of submissions is open now and runs until 23 September 2016. With a view to long-term market development, VS MEDIA hopes to inspire the new generation of creators to take their content to the next level with a focus on groundbreaking ideas, high quality production standards and the potential to be distributed across multiple platforms.

“There are many outstanding local creators in the market still waiting to be discovered and spotlighted, and for a lot of these, their brilliant and impressive content ideas might never come to fruition for a variety of reasons,” said **Ms. Jenny Li, General Manager, Hong Kong, VS MEDIA Limited**. “The Fund testifies to the company’s commitment and endeavor in helping unleash the power of creative talent in Hong Kong, and ultimately bringing to the market compelling campaigns with outstanding, spot-on content and impact that yield the exact results desired. With funding grants and a professional co-production journey underwritten by VS MEDIA, we are confident of recruiting more young creators with original content and ideas that will further encourage industry development as well.”

After the first round of recruitment, a new round of submissions will be opened every six months until the US\$4million fund has been fully allocated. Successful applicants will receive technical and production support plus capital and marketing support from VS MEDIA, providing a more direct route and a great platform for them to leverage on their innovative talent and creativity to enter the flourishing influencer marketing arena and monetize their original content.

Applicants are required to submit their proposals for judging based on originality and creativity. Funding will be approved and justified in respect of individually proposed ideas. Submission requirements are listed as follows: -

- **Eligibility:** Open to VS Creators only
  - o Please visit: <http://www.vs-media.com/?apply> if you wish to become a VS Creator
- **Deadline for 1<sup>st</sup> round of submission:** 23 September 2016 (Friday), 23:59

# VS MEDIA

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- **How to apply:**
  - o Interested applicants should send their proposal and contact information (full name, phone number and social media accounts) to [ideas@vs-media.com](mailto:ideas@vs-media.com)
- **Prerequisite components in the submission proposal**
  - o A full synopsis along with a summary of each episode of an original short video series. The series must contain at least 6 episodes, each 3-10 minutes long. Each episode summary should be a minimum of 150 words.
  - o Production schedule, video distribution platforms, total estimated video views and overall budget
  - o Specify the language of the short video series, e.g. English, Mandarin, Cantonese

“So if you are looking for the perfect time to display your talent, then your time is now. Send your proposal to VS MEDIA today. You’ll have nothing to lose and everything to gain, on your way to creative success and a marketing future,” recommends Ms. JennyLi.

The first round of successful candidates will be announced on 24 October 2016 (Monday) on VS MEDIA’s website. More details about the fund can be found at <http://www.vs-media.com/?fund>.

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### **About VS MEDIA**

VS MEDIA is a next-generation video and social media network, which has been created and built by a new generation who are living a mobile, social and on-demand life. VS MEDIA puts professional tools in the hands of aspiring creative talent to develop, market and monetize their original content. From offering direction and support for cross-marketing, social media and search optimization, to providing production facilities and funding, VS MEDIA is Hong Kong’s first locally-driven content creation service that specializes in connecting Asia’s most influential creators with the world’s biggest and best brands.

For more information, please contact

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