



Beauty Channel: High Street Model



Lifestyle Channel: Next Top Baby



Impact Channel: The Biggest Winner

Amuso is the next generation game show platform powered by consumers who share in the profit.

Game shows are a multibillion pound global industry. Evolving from classic productions like "Wheel of Fortune" to the "Big Brother" reality formats, game shows are destined for the web. Just as YouTube has done for video, Amuso brings the game show craze online and extends it to monetise Web 2.0 for consumers and partners. Backed by the investors behind Skype, Joost and Daily Motion, Amuso is catapulting game shows into the online world.

With Amuso, game shows are transformed into a live interactive experience. Users can flip to their favourite channel - Lifestyle, Comedy, Music, Beauty and Impact - and browse photo contests through to high glamour talent shows. They can create a show and make money when it takes off, or be a contestant to showcase their own talent. Amuso's ranking algorithms ensure each entry is judged fairly by the real audience - no rigging, no cheating and no celebrity judges. On Amuso, all contestants have an equal chance to shine on the world's biggest stage.

Business Innovation

Amuso game shows are powered by consumers who share in the profit. There are no production companies, no broadcasting rights and no auditions. On Amuso, anyone can create a show in minutes and spread it across the web using an integrated suite of viral tools. Contestants enter photos or videos with cash or just for fun, and presenters are rewarded with a commission share of the prize for running a great show. With over 350 million people creating and sharing

content online, the media moguls of tomorrow may well get their start on Amuso.

How It Works



Just as contestants take centre stage, Amuso puts partners in the spotlight with customised shows, widgets and applications. By making contests a part of the marketing mix, brands of all sizes can rapidly deploy viral promotions that resonate with consumers and enlist their support in crafting fresh and engaging messages. For nonprofit partners, game shows can be run just like a telethon, where every cash entry generates another donation to the cause. Amuso applies the same viral principles behind social networks to mobilise unprecedented resources, instantly and for free.

With a world class development team and industry advisors from Yahoo!, EMI Music and Xbox Live, Amuso is bringing user generated game shows to global audiences. Team Amuso invites you to join us on our journey to deliver next generation game shows, wherever in the world you may be.



Brand Partners

Amuso can help launch your product, promote your brand, or simply create fun for your audience. Our customized contests and shows, widgets and applications make it simple and cost-effective to rapidly deploy viral contests that make consumers your top brand ambassadors.

Nonprofit Partners

Creative video or photo contests let you leverage the latest technology to engage both new and existing supporters. Run a contest to find the best campaign message, slogan, spokesperson or logo. Or create a contest that works just like a telethon, where every cash entry generates another donation to your cause.

Team Amuso

Jordi and Barak have been dreaming up the next generation of game shows since their days at Yahoo! In 2007, they assembled a world class development team and Amuso was born. With industry veterans from EMI Music and Xbox LIVE, Team Amuso is bringing user generated game shows to global audiences.

Contact Details

For additional information, and to learn how Amuso can help your organization, please contact:

Barak Rabinowitz COO barak@projectamuso.com	Jordi Bartomeu CEO jordi@projectamuso.com
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Headquarters

Tel: +44 0203 002 0097
Project Amuso Ltd
10 Saint Paul's Churchyard
London EC4M 8AL

Development Lab

Project Amuso Labs S.L.U.
Rambla de Catalunya, 50
Barcelona 08007