



FOR IMMEDIATE RELEASE:

FeedMagnet Times Square Display Encouraging Positive Talk for World AIDS Day

New York - Nov. 30, 2012 - Visitors to Times Square can see social updates from Twitter curated and visualized on the MTV 44½ screen in anticipation of MTV's "I'm Positive," a 60-minute special that goes inside the lives of three young people from around the country who are HIV positive. It airs on World AIDS Day, Saturday, December 1 at 7 p.m. ET/PT.

The display filters social content that mentions the hashtag #positivetalk as part of MTV's campaign for World AIDS Day and the "I'm Positive" special. Social media updates displayed on screen include individuals and organizations discussing the program's stories, as well as general messages of hope to stop the spread of HIV and encouragement to take steps to remain healthy.

"FeedMagnet makes it easy for MTV to display the most relevant and appropriate comments," President and Founder Jason Ford said. "This campaign will drive a large volume of conversation with some repetition, and the occasional irrelevant post, but our software will ensure only the right ones make it on screen."

FeedMagnet's partnership with MTV 44½ has been used to bring product testimonials, brand messages, photography and check-ins from social media to the screen display in Times Square for various clients.

Link to Photos:

<https://picasaweb.google.com/445MTV445/>

Suggested Keywords: Social Media, Display, World AIDS Day, Advertising, Out of Home, Curation, Aggregation, Event Marketing, Branding, Consumer, Visualizer, MTV, FeedMagnet

About FeedMagnet

FeedMagnet provides a social media integration system enabling brands and organizations to create engaging marketing and sales experiences through real-time social content. Powered by its innovative aggregation and curation engine, FeedMagnet delivers social content from a wide range of sources to power websites, Facebook pages, event displays and billboards with dynamic authentic content targeted to its client's objectives. FeedMagnet works directly with large clients and a network of digital and creative agencies to provide distinctive and engaging experiences. FeedMagnet's clients include Verizon, GE, Sephora, McDonald's and Unilever. For more information, visit www.feedmagnet.com.



About MTV 44½

MTV 44½ is an eye-catching digital display across from the MTV Studios building in Times Square. A standout among the large electronic displays in Times Square, MTV 44½ captures the attention of viewers with unique MTV programming, live tapings, special events, concerts, and MTV-branded creative that breaks through the clutter in Times Square.

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