

streamyawards

DICK CLARK PRODUCTIONS AND TUBEFILTER PARTNER WITH CULTURE MACHINE TO BRING THE STREAMY AWARDS TO INDIA

First Internationally Localized Version of the Streamy Awards to be Produced for Indian and South Asian Audiences

CANNES, FRANCE (October 7, 2015) – [Tubefilter](#) and [dick clark productions](#) announced today that they have partnered with Culture Machine for the first internationally localized version of the Streamy Awards, which honor the best in YouTube, Facebook, online video and the creators behind it. The awards show will be produced for audiences in India and South Asian territories including Bangladesh, Pakistan, Sri Lanka, Nepal and Bhutan.

“Online video and digital entertainment is indeed a global phenomenon that has brought us closer than ever before, but the world still remains a mosaic of many diverse cultures and the creative communities that surround them,” said Streamy Awards creator Drew Baldwin. “From the beginning, the Streamy Awards have always strived to showcase digital entertainment to broader audiences, and our partnership with Culture Machine marks an important first step in our mission to celebrate excellence in online video, no matter in what part of the world it is made.”

“Our partnership with Culture Machine represents all of the elements we feel necessary for success in localizing the show,” said Mark Rafalowski, EVP, International Distribution, dick clark productions. “Digital networks and traditional media companies recognize the Streamy Awards as a truly unique program that bridges media consumption patterns across multiple demographics.”

“The prestigious Streamy Awards are a perfect fit with Culture Machine’s vision of creating entertainment for the Internet generation,” said Sameer Pitalwalla, CEO and Co-Founder of Culture Machine. “The South Asian market is amongst the top 3 Internet markets in the world, and our partnership with Tubefilter and dick clark productions is a step towards providing a platform that recognizes achievements for those pushing the boundaries of entertainment on the Interwebs.”

The international partnership was announced at MIPCOM, the year’s most anticipated global market for entertainment content across all platforms, where Tubefilter and dick clark productions will continue to pursue the development of localized versions of the Streamy Awards for additional international territories in the next year.

The first-ever live television broadcast of The 5th Annual Streamys Awards were hosted by online video sensations [Grace Helbig](#) and [Tyler Oakley](#), and took place from the Hollywood

Palladium on September 17, 2015. The show aired on VH1 and its digital platforms, and was simulcast in Canada on Much and Bell Media networks including CTV.

A worldwide trending topic on Twitter, the Streamys Awards came in at #1 on the Nielsen Twitter TV Ratings Daily Top Five (Series and Specials) for September 17, 2015 (Source: Nielsen, 9/17/15, Ranked on unique audience, excluding sports events).

This year's event opened with [Hailee Steinfeld](#) performing *Love Myself* and closed with [Sir Mix-A-Lot](#)'s rendition of his iconic *Baby Got Back*, with other musical performances by [A Great Big World](#), [Futuristic](#), [Future](#), and [OMI](#). The Streamy Awards brought together digital and traditional celebrities, with presenters and attendees including Paula Abdul (*American Idol*, *So You Think You Can Dance*), Mel B. (*America's Got Talent*), [Natasha Bedingfield](#), superstar Ciara, [Cameron Dallas](#), [Philip DeFranco](#), [Ricky Dillon](#), Kat Graham (*The Vampire Diaries*), [Frankie Grande](#), [GloZell Green](#), [Hannah Hart](#), [Mamrie Hart](#), iJustine, NeNe Leakes (*Fashion Police*, *The Real Housewives of Atlanta*), [Jenna Marbles](#), [King Bach](#), [Miranda Sings](#), Shay Mitchell (*Pretty Little Liars*), [Harley Morenstein](#), [Ingrid Nilsen](#), Pauley Perrette (*NCIS*), [ISuperwomanII](#), Jillian Rose Reed (*Awkward*), [Smosh](#) and James Van Der Beek (*Dawson's Creek*, Adi Shankar's *Bootleg Universe*). [Baddie Winkle](#) served as the Official Streamys Trophy Girl.

For Streamy Awards photos and video assets, please go to: <http://bit.ly/StreamysContent>. For more information, visit www.streamys.org. Join the conversation by following the Streamy Awards on [Twitter](#), [Facebook](#), [Instagram](#), [Tumblr](#), [Vine](#) as well as Snapchat – username: streamys.

About The Streamy Awards

Created by Drew Baldwin and Joshua Cohen, the Streamy Awards honor the best in online video and the creators behind it. The annual event brings together the biggest names in YouTube and online video for a night of celebration, discovery, and meaningful recognition.

About dick clark productions

dick clark productions (dcp) is the world's largest producer and proprietor of televised live event entertainment programming with the "Academy of Country Music Awards," "American Country Countdown Awards," "American Music Awards," "Billboard Music Awards," "Dick Clark's New Year's Rockin' Eve with Ryan Seacrest," "Golden Globe Awards," "Hollywood Film Awards" and the "Streamy Awards." Weekly television programming includes "So You Think You Can Dance" from 19 Entertainment, a division of CORE Media Group and dcp; "World's Funniest" from Jukin Media and dcp; as well as "BOOM!" from Keshet DCP, the joint venture between Keshet International (KI), the global distribution and production arm of Keshet Media Group and DC Media, the parent company of dcp. dcp also owns one of the world's most unique and extensive entertainment archive libraries with more than 55 years of award-winning shows, historic programs, specials, performances and legendary programming. For additional information, visit www.dickclark.com.

About Tubefilter

Tubefilter is the leading resource for YouTube and online video news, analysis, and events, including the Streamy Awards (streamys.org) and Stream Con NYC (streamconnyc.com). For additional information, visit www.tubefilter.com.

About Culture Machine

Founded in 2013 by Sameer Pitalwalla and Venkat Prasad, Culture Machine is a Digital Media Company that creates entertainment for the Internet generation by combining cutting edge technology with great content. Culture Machine has offices and studio facilities in Mumbai, Delhi and Chennai and is a wholly owned subsidiary of The Aleph Group, Singapore.

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