

## Press Release

### Sony Announces World-wide Music Contest ‘SuperSong’

*Global music contest provides an exciting opportunity for aspiring songwriters to contribute to the Official Album of the 2014 FIFA World Cup*



**Hong Kong, December 2, 2013** – Sony today announced details of “SuperSong”, a world-wide music contest featuring global music superstar Ricky Martin. Ricky Martin will be among the judges panel to hand-pick the winning song, which he will also record for the Official Album of the 2014 FIFA World Cup. As an official FIFA Partner in the ‘Digital Life’ category, Sony and companies from across the Sony Group, including Sony Music Entertainment, Sony Pictures Television, and Sony Mobile Communications are collaborating as ‘One Sony’ to bring music fans the opportunity of a lifetime.

Starting December 2, 2013, Sony and Ricky Martin will be inviting aspiring musicians as well as music and football fans from around the world<sup>1</sup> including Hong Kong to submit their videos of original song proposals (videos with original lyrics) for the Official Album of the 2014 FIFA World Cup at [www.supersong.com](http://www.supersong.com). All submissions will be evaluated by the “SuperSong” judging team, who will narrow the songs down to a top 20. A panel of experts from Sony Music Entertainment and online fans will then vote for their favorite songs to select the finalists. From these finalists, Ricky Martin and the “SuperSong” judging team will choose and announce the ultimate winner in February 2014. The winner will travel to Puerto Rico<sup>2</sup> to see Ricky Martin and a top music producer record the final version of the song, for the Official Album of the FIFA World Cup, which will be released by Sony Music Entertainment in 2014<sup>3</sup>. The winner and a guest will also travel to Brazil where they will be VIP guests of Sony at the final match of the 2014 FIFA World Cup™ in July 2014, and receive additional prizes from Sony.

The entire creative process and studio recording will be documented by Sony Pictures Television for a television special, culminating with the world premiere of the “SuperSong” music video. The

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<sup>1</sup> Submissions will be accepted from over 30 countries and areas including Brazil, China, Japan, Russia, UK, and US. The latest full list can be found on [www.supersong.com](http://www.supersong.com).

<sup>2</sup> The destination is subject to change.

<sup>3</sup> Sony Music Entertainment will also be announcing the artist/s who will be singing the Official Song/s of the 2014 FIFA World Cup. Details are scheduled to be announced in early 2014.

program will be shown globally across television, digital and mobile platforms via Sony Pictures Television’s channels including AXN.

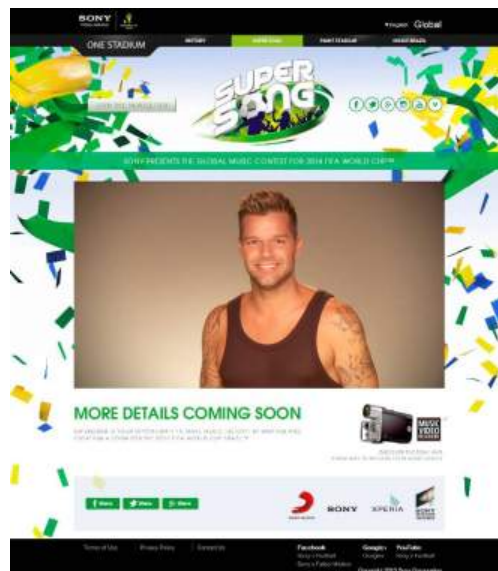


*HDR-MV1*

For participants, Sony music video recorder HDR-MV1 is the perfect tool to capture their entries in crisp, punchy pictures with studio-quality Linear PCM sound. Linear PCM recording assures pure, uncompressed sound that's even better than CD. Ideal for band rehearsals, practice sessions and live gigs, the slim, portable HDR-MV1 makes a great partner for recording groups, solo voices and instruments. The wide-angle 120° Carl Zeiss lens sees the whole scene and the back-illuminated Exmor R™ CMOS sensor grabs detail-packed Full HD video with extremely low noise. It also allows for quick, easy sharing with Wi-Fi and NFC for One Touch connection.

Sony’s advanced technology and entertainment expertise will provide an entirely new, interactive World Cup experience for aspiring artists, music lovers and football fans from around the globe can share the excitement of the 2014 FIFA World Cup and fully enjoy the new and innovative forms of entertainment.

Submissions will be opened on December 2 when all terms and conditions of the promotion will be announced on [www.supersong.com](http://www.supersong.com). Visit the site to join the active “SuperSong” social network community and most of all, enter the challenge to make your creation the “SuperSong” you ever dreamed of.



**“SuperSong” site featuring Ricky Martin**

URL: [www.supersong.com](http://www.supersong.com)  
f <https://www.facebook.com/SuperSong> #supersong

A full overview of Sony's FIFA World Cup related activities can be found at the "One Stadium" portal site: [football.sony.net](http://football.sony.net)

For customer enquiries, please contact Sony hotline service at (852) 2345-2966.

**About Hong Kong Marketing Company**

Hong Kong Marketing Company (HKMC), a division of Sony Corporation of Hong Kong Limited, provides sales, marketing and after sales services for Sony's consumer electronics products as well as broadcast and professional products in Hong Kong and Macau. For more information on Sony's products and services, please visit its web site on [www.sony.com.hk](http://www.sony.com.hk).

**About make.believe**

"make.believe" (make dot believe) is a Group-wide brand message that unites Sony's communications initiatives across electronics, games, movies, music, mobile phones and network services. "make.believe" symbolises the spirit of Sony – the power of creativity, the ability to turn ideas into reality and the belief that anything you can imagine, you can make real.

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