

**PRESS RELEASE**

Hamburg, Germany, May 4, 2018

ABOUT YOU Awards 2018: Biggest social media award show of the year Celebrates its TV premiere and is market leader among 14- to 29-year-old women with a 27.3 percent share

- **ABOUT YOU presented the ABOUT YOU Awards to the biggest social media stars of the year on May 3, 2018**
- **Now in its second year, the award ceremony was aired on ProSieben for the first time, reaching 18.7 percent of 14- to 19-year-olds**
- **Winners included Stefanie Giesinger, Matiamu by Sofia, Ischtar Isik, Farina Opoku and Riccardo Simonetti**

It's that time again: the most influential social media celebrities of the year have been named! More than 1,500 guests attended in person when ABOUT YOU presented the ABOUT YOU Awards to the biggest social media personalities at the Bavaria Studios in Munich. The award is now in its second year, but this is the first time the spectacular award show for stars of the digital generation has been aired on TV. By selling the exclusive TV broadcasting rights to ProSieben—Germany's market-leading channel for young viewers—ABOUT YOU hoped to further extend its reach within the target audience. The plan worked: as the day's market leader among 14- to 29-year-old women and with a further 1.5 million viewers via social media live streams, the second ABOUT YOU Awards ceremony was a resounding success. Over the next two days, the organizer expects approximately two million additional people to watch the event via Facebook and YouTube. The ceremony was also covered by the TV magazines taff and red and broadcast online by media outlets including Promiflash and taff uncut. The 1,000 social media celebrities, nominees and VIPs themselves generated by far the greatest reach of the evening, attracting millions of viewers by distributing the show via their own channels. More precise figures and reach statistics will be published on Monday.

"We are absolutely delighted that we were able to further extend the reach of the ABOUT YOU Awards—both within our target audience and beyond—with the TV broadcast this year. The viewing figures confirm that we appealed to the spirit of the times and found the right partners with ProSieben and RedSeven," said Tarek Müller, Co-Founder and Co-CEO of ABOUT YOU.

RedSeven's Managing Director Jobst Benthues was also thrilled at the outstanding success of the first major production by RedSeven Brand & Digital Studio in collaboration with ABOUT YOU: "The ABOUT YOU Awards are based on a unique, visionary concept which brings two worlds together. Merging digital and TV allows us to utilize previously untapped potential and reach our target audience via all channels."

Lena Gercke and Steven Gätjen jointly presented the evening event. There were more than 120 celebrities in the audience, including Bill and Tom Kaulitz, Caro Daur, Karolina Kurkova and Julien Bam. The guests also included editors and well-known decision-makers from the digital and media industry along with over 700 social media personalities. 140 fans who had won tickets also had an exclusive opportunity to be there and vote for their favorite celebrities.



As before, the top three nominees were selected in advance by means of an online ballot, which attracted in excess of five million votes. During the show, the winners of the eight categories were chosen by the audience at the event. The winners of the ABOUT YOU Awards included Stefanie Giesinger (Idol of the Year), Matiamu by Sofia (Lifestyle), Riccardo Simonetti (Fashion), Farina Opoku (Beauty), Dominic Harrison (Fitness), Ischtar Isik (Youtube), Moritz Garth (Music), and Erik Scholz (Upcoming).

The musical highlights of the evening were a live performance by Bausa, marking his first appearance on television, and a set by stage DJ Eskei83.

With its consistent focus on personalization and inspiration, the online fashion retailer ABOUT YOU has successfully established itself as a social media pioneer in e-commerce since entering the market in 2014. The first mover in influencer marketing now collaborates with almost 100 influencers, which it calls Idols. It has been taking a 360-degree approach to the development of innovative marketing concepts ever since it was established.

You can find high-resolution images and videos from the ABOUT YOU Awards 2018 here:

https://www.image.net/about_you_award_2018

<https://owncloud.collins.kg/index.php/s/yziPDdzJNaYoWxC>

The winners of the ABOUT YOU Awards 2018 at a glance:

Idol of the Year:	Stefanie Giesinger
Beauty:	Farina Opoku
Fashion:	Riccardo Simonetti
Fitness:	Dominic Harris
Lifestyle:	Matiamu by Sofia
Youtube:	Ischtar Isik
Music:	Moritz Garth
Upcoming:	Erik Scholz

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