

YouTube Steals Idea From One Of It's Content Producers with KIA in the Driver's Seat
For Immediate Release

<http://www.youtube.com/watch?v=NCUchytsHQc>

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(New York) November 17, 2013 Walk The Talk (WTT), a small, startup company launched StarsofWWW.com to honor the stars of YouTube (YT) and Facebook artists. Internet's Best Talent (IBT) videos are created with YouTube and Facebook stars alongside Grammy Award Winning performers in addition to musical celebrities.

Walk The Talk, LLC were in the process of producing the 'Internet's Best Talent First Music Award Show' during the weekend of VidCon 2013. WTT had a contract to host the event at the glamorous Grove of Anaheim. Various additional aspects were in place including contacts with YT stars and sponsors.

WTT presented KIA Motors with an extensive concept for sponsoring its award show. KIA signed and submitted a non-disclosure for an idea that clearly would benefit them extensively with a minimally tapped audience. KIA, enthralled by the idea opened its doors to their advertising talent agency, US Initiative.

WTT made several revisions to proposals. There were also in person and phone meetings as well as prodigious email communications to indicate KIA would be the lead, presenting sponsor for 'WTT's Award Show'.

Things took a drastic turn when WTT realized that KIA's financial commitment was slated for VidCon instead of their award show; KIA was informed of VidCon by WTT. During VidCon '13 WTT was asked by Initiative if they were the driving force behind the YouTube/KIA upcoming award show. WTT was oblivious of a KIA/YT award show. WTT approached their KIA contact, George Haynes; he informed WTT that there was a gag order in place but WTT was assured that the award shows were not similar. In WTT approaching YT, they denied the development of an award show due to various legalities.

October 2, 2013 WTT was surprised at an email announcement from YT regarding an award show hosted by Lady Gaga presented by KIA on November 3, 2013. The award show entailed many of the same points submitted to KIA by WTT. To date Walk The Talk has neither received credit or compensation.

Walk the Talk, LLC (starsofwww.com/SOWWW) is a collective that consists of producers, directors, editors, web designers, programmers and artists, contributing a wealth of knowledge, talent and creativity as a multi-media entertainment company. WTT's team has over 30 years combined experience. SOWWW is the global introduction to WTT.

KIA (www.kia.com) was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. Over 2.7 million KIA vehicles a year are produced in nine manufacturing and assembly operations in five countries which are then sold and serviced through a network of distributors and dealers covering around 150 countries.

YouTube is the world's most popular online video community allowing more than a billion people to discover, watch and share originally created videos. YouTube provides a forum for people to connect, inform and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small.

US Initiative is a media, marketing and digital company. As one of the world's leading media strategy, planning and activation companies- with over thirty years of experience, and a network spanning six continents, with 91 offices in 70 countries. Initiative helps grow brands and build businesses. Initiative is owned by the [Interpublic Group \(NYSE: IPG\)](#) and is a global network within the company's [IPG Mediabrands](#) unit. Initiative employs more than 2500 professionals, working in 90 offices across 75 markets worldwide.

VidCon Organized by [Hank Green](#) and [John Green](#) of the [Vlogbrothers YouTube](#) channel. VidCon is the largest gathering of the online video viewers, creators, and industry representatives worldwide, Thousands of attendees are drawn to the VidCon event, representing billions of online video views.