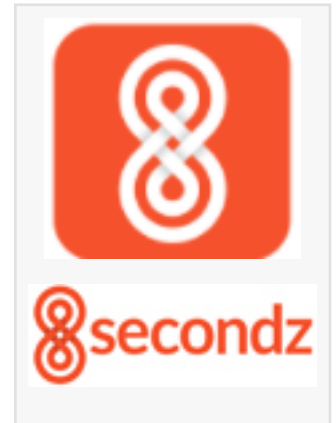


# NEW 8SECONDZ APP LAUNCHES ON ITUNES

*New App Revolutionizes User-Created Online Video with Broad Slate of Monthly Competitions, Unique 8-Second Format, and Mentoring From Accomplished Experts*

SYDNEY, NSW, AUSTRALIA, December 11, 2017 /EINPresswire.com/ -- December Competition Mentors/Judges Include "Dance Academy's" Ashleigh Ross and International Trick Shot Phenoms How Ridiculous

Eight second attention span? Now, there's an app for that. A revolutionary new app aimed at showcasing the skills of teens and young adults is now available on iTunes. 8secondz offers an entirely new take on the world of online video presentation, one in which world-class mentors in a variety of categories will "pay it forward" with one-on-one coaching sessions for those heroes whose videos are selected as the best in their class. And it all happens in videos that are just 8 seconds in length!



“

This app is going to inspire, spark and motivate you and I cannot wait to see what you guys come up with!”

*Ashleigh Ross, star of TV's "Dance Academy"*

The new app was designed to showcase and reward promising young talent of all types in an 8-second format that easily accommodates both video creators and video viewers on the app. In 2015, Microsoft published the results of a study it had done, and concluded that our average attention span had fallen to 8 seconds, from 12 seconds just 15 years prior. 8secondz is the app for that!

"I am so excited to be apart of the 8secondz family and can't wait for all of you to get involved too," said Ashleigh Ross, one

of the stars of Australian TV's popular "Dance Academy," and the judge/mentor for this month's 'Be Unique, Dance Now to be Famous' competition. "This app is going to inspire, spark and motivate you and I cannot wait to see what you guys come up with!"

The international trick shot phenoms How Ridiculous, added "As How Ridiculous, we are pumped to run our own 'Trick Shots Are Life' competition with 8secondz. We can't wait to see the innovative everyday trick shots that everyone out there comes up with. It will be a true privilege to have the opportunity to hang with and mentor the best and most creative people from this competition."

World-class mentors include accomplished experts in a broad range of endeavors who are passionate about encouraging the next generation. Ashleigh Ross and How Ridiculous are judges/mentors for two of the app's December competitions, and "The Walking Dead" star Katelyn Nacon will serve as one of the judges/mentors for one of the January competitions. Each month features five or more judged/mentored competitions, plus other "just for fun" competitions where the users decide the winners.

Recognizing that today's teens/young adults are highly effective multi-screenerers as well as creative

entrepreneurs, 8secondz offers a platform for these young go-getters to showcase their unique skills and content craftsmanship. The competitions are divided into (but not limited to) the following categories: Gaming, Entertainment, Fashion, Beauty, Sports, Art and Music. Each month brings a new world-class mentor to each category; the mentor will judge the best entries in that category, and for the creators of the top two videos, a one-on-one mentoring session via Skype, Google Hangouts or phone.

The talented up-and-comers and content warriors of today are driven, ambitious young adults who crave sound advice and tools from leaders in their field. 8secondz opens this door by engaging mentors in the above fields to judge the videos and offer advice.

The 8secondz competitions for December are currently open, and each closes at 6:59pm (EDT) on the 30th of December, 2017 -- 8:59am (ASET) on 31st December.

The categories for this month's (December) competition, and the mentors who will judge their respective categories and offer coaching to the top two entries for the month include:

Entertainment/Be unique, dance now to be famous – judged/mentored by Ashleigh Ross, 17 year-old Nickelodeon Kids Choice award-winning dance phenom from TV's Dance Academy.

Sports/Beat the best at BMX – judged/mentored by Olympian and World BMX champion Caroline Buchanan

Gaming/eSports editing competition – judged mentored by world-class gaming phenom FaZe Hazz

Style/Capture your essence – judged/mentored by Cartia Mallan, 18 year-old YouTube star, social media influencer and popular [Instagram](#) model.

Entertainment/Trickshots are life! – Judged/mentored by How Ridiculous, You Tube stars known worldwide for their Ridiculous sporting antics.

Entertainment/Beat the best – ride the air bull – Judged/mentored by 24- year-old world ranked professional bull rider Lachlan Richardson

Plus, international recording artist Mirrah invites users to compete in an 8-second rap competition to be judged solely by other app users. The hero that out-raps the competition and beats the Internet to win, will have global bragging rights and will be featured across 8secondz social media platforms. And lastly, there is a Food Competition, in which users post videos of their foodie creations.

8secondz takes the safety and well-being of its community seriously. Users of the 8secondz app must agree that they are at least 17 years of age, and 8secondz will not tolerate negative conduct of any kind, including threatening, dishonest or misleading remarks or actions. Users are permitted only one account each. Part of the app's safety features includes the ability for any user to block another user,



"Dance Academy's" Ashleigh Ross

and for users to report inappropriate posts. If content is deemed inappropriate, it will be removed and/or the offending user's account will be deleted.

Users can enter any/all competitions each month, however only one entry per user is permitted for each competition. The 8secondz app is free to download, posted videos are free to view, and it is free to vote. Each and every month, there will be competitions that are free to enter, as well as a number of competitions (those featuring celebrity mentors) for which entry requires a one-token in-app purchase.

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