



daily mobile video comedy  
www.headzup.tv

**Headzup™** is the world's first daily political cartoon for video-enabled cell phones. Seven days a week, Headzup publishes short (26 second) comedy clips that fans can watch over the Internet or on mobile devices, including the new Apple iPhone and iTouch devices. Using their cell phones, fans can also share the tiny video clips freely with others the same as they would a picture message. Headzup was created by John Shay on the notion that an inspired combination of political satire and mobile peer-to-peer file sharing will result in the creation of an iconic mobile entertainment brand.



**Mobile satire for a mobile democracy** Produced and directed by comedian and cartoonist, Matthew Filipowicz, Headzup represents a uniquely viral form of free speech with clips traversing the globe several times within minutes of publication. With over 400 cartoons in circulation, Headzup has garnered a worldwide audience across multiple outlets, including its highly popular YouTube director's channel.

Headzup was recently selected to be the premier editorial cartoon for GoLeft.tv, the new progressive television website launched by Mike Papantonio and Bobby Kennedy Jr. from Air America Radio Network. The success of this partnership can be readily seen in the thousands of Internet viewers who watch Headzup each day on GoLeft.tv.

In addition to its partnerships with YouTube and GoLeft.tv, Headzup clips have appeared on CNN Cable News, BBC World News, The London Times Online, Der Spiegel Online, WSJ's All Things Digital, and is routinely featured on Robert Greenwald's Brave New Films website.

Headzup distribution partners include:



**Catch & Release Comedy™** Headzup is pioneering a new form of mobile entertainment called Catch & Release Comedy. Fans interact with the content using multimedia cell phones to first catch the comedy and then release it back into the wild by forwarding it to a friend. There's no limit to the number of people sharing a Headzup.

*"We never got the "heads up" on Headzup. My campaign wasn't prepared for Catch & Release Comedy to become THE disruptive media for a presidential election. Who could have guessed that millions of voters would use their cell phones to share opinions, angst, and a good laugh?"*

DEFEATED PRESIDENTIAL CANDIDATE – WASHINGTON D.C., 2012

