



# THE LATEST NEWS

## FROM THE GDMG FAMILY

THIS MONTH WE'RE FOCUSING ON HAPPY CUSTOMERS >>>

Customer Service

### FOCUS ON HAPPY CUSTOMERS



To this end, keeping customers happy means **over-communicating**.



Don't assume that an important email has reached a customer, **take the initiative to confirm it**.



Tell our clients what you plan to do next for them, then follow through and report back to them. **Give them consistent progress reports and updates.**



It's always **easier to keep a client** than to reach out and sign new ones.



By the way, the best way to **track your own progress** is with **Wrike**.



We want everyone to assign tasks in Wrike and **communicate with your co-workers via SLACK**. This will keep everyone on the same page.



Good communication ends in **good results**. And results **keep clients happy**.

We're already into August. **Keep up the good work!**

~Jason Peterson Chairman of GDMG

## GDMG CALENDAR

### SEPTEMBER 22, 2016

GoDigital Media Group has booked a booth to attend this year's LA TECHDAY

It's being held at The Reef, a "creative habitat" in Koreatown and will feature hundreds of B2B tech companies.

All of the GoDigital brands will be represented at our booth. See what's happening here: <https://techdayhq.com/los-angeles/participants>

### JANUARY 11-13, 2017

#### THE GODIGITAL BRANDS CONFERENCE

The company holiday party will be held the night of the January 13th.

### JASON PETERSON

Jason was elected to the **board of directors for the Entertainment Merchants Association**, the trade group for the \$18B USD home entertainment industry that includes movies, TV and games consumed in the home.

### WELCOME

**New employees** to the GoDigital family!  
We just hired 2 new employees in Belarus for AdShare:

**Tatsiana Marozava** - Optimization Specialist  
**Yana Rasianok** - Optimization Specialist

# AUGUST 2016

# WHAT'S INSIDE...

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# VISION FOR THE BUSINESSES

*Our vision for future of media is a world where every human has a device capable of streaming media from the network. Ownership will be redefined as access rights. **Streaming will rule the day.** Copyright law will adapt to technological advances once again giving copyright holders the ability to fully track, control and exploit their rights. All uses of content will require a royalty to be paid.*

*In this environment, **GoDigital** is focused on intellectual property rights management and monetization. Its 'digital first' operating subsidiaries provide best-of-breed capabilities in IP acquisition, distribution, protection and collection. This enables **GDMG** to monetize music and video rights better than their prior 'traditional media' owners. As of 2016 **GDMG** has four wholly owned and controlled operating units and three partially owned and non-controlled units.*

## THE GODIGITAL MEDIA GROUP **FAMILY** INCLUDES:



Cinq Music is **Grammy winning** record label and music distributor nominated for Latin Rhythm Label of the Year in 2016 at the Latin Billboard Awards. One of the fastest growing independent Latin labels in the United States, in two years Cinq has built a large stable long term streaming annuity that is growing nearly 100% per year. Future endeavors include music publishing.

Cinq Music – The recorded music industry is poised to increase from \$15B USD per year to \$60B USD per year in the next 10 years thanks to streaming and smartphone adoption. Hispanics represent a one billion person market for which 59% are under the age of 35. They over index in music consumption and digital. To exploit this market opportunity, Cinq music is building a library of music rights all of our other businesses can exploit.

[WWW.CINQMUSIC.COM](http://WWW.CINQMUSIC.COM)



Engagement in the music industry is equal to or exceeds \$40B USD per year, yet revenue is only about \$15B USD per year. The gap between engagement and revenue is the engagement problem. It's engagement that we as an industry don't know how to identify, track, or monetize. This includes social media, peer-to-peer, file lockers, and apps.

AdShare is a software enabled service provider helping enterprise content owners solve the engagement problem. AdShare provides a solution that optimizes the monetization of YouTube and SoundCloud. **AdShare manages over 3 million music and video copyrights** including the most popular songs and videos of all time from artists such as Psy, Adele, Bruno Mars and Justin Bieber.

[WWW.ADSHARE.TV](http://WWW.ADSHARE.TV)



VidaPrimo is the leading Hispanic targeted music and entertainment multi-platform network. VidaPrimo competes with VEVO and MTV but for Hispanic Millennial and Gen X audiences.

Over twenty five million unique users globally watch nearly one billion video streams per month.

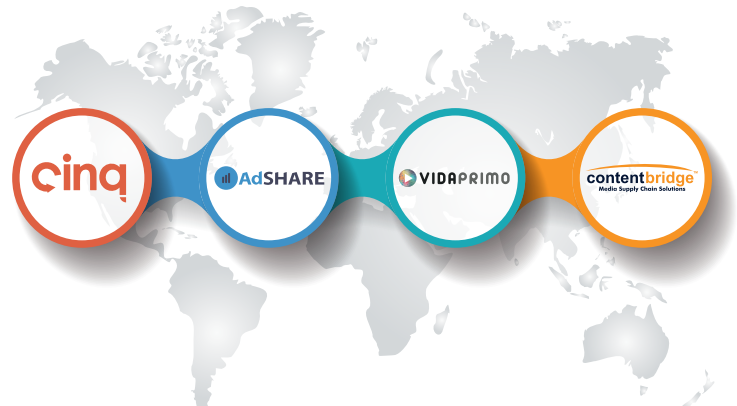
[WWW.VIDAPRIMO.COM](http://WWW.VIDAPRIMO.COM)



Winner of the EMA's "Innovator Of The Year" Award in 2014, Content Bridge was awarded a **Stratus Award for Cloud Computing** last month. ContentBridge is a leading provider of digital media supply chain software solutions for marquee clients including Google and Disney.

All media is going digital. For large scale content centric businesses managing millions of assets and distributing them to hundreds of business partners in an efficient, cost effective, and quality assured way is a challenge.

[WWW.CONTENTBRIDGE.TV](http://WWW.CONTENTBRIDGE.TV)



## Non-wholly owned and non-controlled independently operating business units include:

**GODIGITAL INC** - Operates three movie releasing brands. Amplify Releasing, 360° motion picture distribution of 8-12 theatrical titles per year. GoDigital, a rev-share aggregator with a library of over 1500 movie titles. Distribber, a distribution-as-a-service provider renting its distribution infrastructure to film and television producers. GoDigital Inc titles under these three brands are available to nearly 500 million homes around the world on hundreds of platforms from theaters, TV, and DVD to iTunes and Netflix.

[WWW.AMPLIFYRELEASING.COM](http://WWW.AMPLIFYRELEASING.COM) | [WWW.GODIGITAL.COM](http://WWW.GODIGITAL.COM) | [WWW.DISTRIBBER.COM](http://WWW.DISTRIBBER.COM)

**SLICKER** - A mobile messaging startup focused on providing the best way to emotively communicate.

[WWW.SLICKR.COM](http://WWW.SLICKR.COM)

**TUNNEL POST** - A traditional video post production company historically focused on end to end creative post production through mastering. As post production is being disrupted by technology availability, Tunnel is now seeking to transform its business.

[WWW.TUNNELPOST.COM](http://WWW.TUNNELPOST.COM)

*GDMG and its portfolio companies are led by a team of seasoned media and technology experts. People who have built value for their clients while in leadership roles at Google, Warner, Paramount, PriceWaterhouseCoopers, Technicolor and Siemens. GDMG has nearly 100 people located primarily in Los Angeles as well as New York, Bogota, Vitebsk, Colombo, Taipei, Seoul and Tokyo.*

# COMMUNICATIONS PROTOCOLS



01

**SLACK** is the unified messaging platform for the company. It should be used for written discussion. Not email.

**EMAIL** should be used for formal memos and for external communication.

02



**Wrike**

03

If a task needs to be assigned use **WRIKE**.

All written communications should be acknowledged within **24 HOURS** of being sent.

04



05

If a task or a discussion is more **URGENT** than a 24 hour turn-around, pick up the **PHONE** and call the people you need to talk with.

- Only **37%** of brands received good or excellent customer experience index scores in 2012. Whereas, 64% of brands got a rating of “OK,” “poor,” or “very poor” from their customers.

Source: Forrester Research

- As many as **89%** of consumers began doing business with a competitor following a poor customer experience.

Source: RightNow

- Up to **60%** of consumers will pay more for a better customer experience.

Source: Desk

- Average annual value of each customer relationship lost to a competitor or abandoned – **\$289**

Source: Genesys Report



# KEEP CUSTOMERS **HAPPY**

## **TREAT YOUR CUSTOMERS RIGHT** – *Genuinely Interact*

Happy customers who get their issue resolved tell 4 to 6 people about their experience. So that's a way to significantly influence the word of mouth about your business. Don't act as a nameless or faceless business; genuinely talk with your customers as a person representing the business. Address your customers by name, and tell them your name at the very beginning of your interaction.

Talk to your customers as you would in person, not like you would in a press release. Examples of this are noticeable when it comes to customer service on social media where the genuine shine through and the others seem forced and uptight, which is the opposite of being “social.” American Express does this well on Twitter, ensuring all customer concerns are answered in a timely manner with a friendly and personal response, signed by the employee who's doing the tweeting.

## **DON'T COME ON TOO STRONG** – *Respect Your Customers*

A third of consumers say they experience rude customer service at least once a month, and 58% of them tell their friends. This is exactly how word of mouth can work against your company's reputation for the long term. It's very important to be respectful of a customer's mood when trying to resolve an issue they have with your company.

Keeping your patience is key to giving your customer the time to air out their issue. And, in turn, it creates the opportunity for you to help resolve the issue and make them comfortable. The more comfortable the customer is the more likely they'll share valuable feedback that can help prevent similar issues from occurring again in the future.

## **ALWAYS LISTEN** – *Hear What Your Customers are Saying*

At a time when it's easy to have a two-way dialogue with your customers, it's important to truly listen. When listening to your customers, take into account what changes your organization should make from this feedback, and then follow through. Your customers are the lifeblood of your organization, and not dealing with the reasonable requests could cause backlash.

## **CONTINUE TO SATISFY** – *Offer Ongoing Support and Specials*

The #1 reason for customer attrition is dissatisfaction with customer service. Do everything in your power to provide excellent service to your customers on an ongoing basis. Respond quickly and enthusiastically, and be ready to present a special offer or discount with the hope of up-selling the customer to buy more.

# WINS 2016 **STRATUS AWARD** FOR CLOUD COMPUTING

## **2016 STRATUS AWARD FOR CLOUD COMPUTING HONORS LEADING COMPANIES WORLDWIDE**

Los Angeles - **ContentBridge**, a leading provider of programmatic content distribution for media and entertainment, has been awarded a 2016 Stratus Award for Cloud Computing. The award is given annually by the Business Intelligence Group, founded with the mission of recognizing true talent and superior performance in the business world. Unlike other industry and business award programs, experienced business executives judge each category. ContentBridge was sponsored for the award by Equinix, whose data center and integrated technologies are leveraged by the company to meet demanding digital supply chain requirements.

"I make sure our clients have the best experience possible," says Fernando Gonzalez, ContentBridge, Director of Operations and Sales. "Now it turns out we won an award for that effort. Solving a problem through innovation comes from our effort of thinking non-traditionally. I am excited that our work is recognized and we will continue to push for innovation, knowing there is always a better way."

"Every year we see a trends emerge in the nominations we receive and this year is no exception," says Russ Fordyce, Managing Director of the Business Intelligence Group. "Global domination' is this year's theme as we received unique entries from across the globe and in virtually every industry. From solutions to enhance sales and marketing, to platforms that improve operational capabilities, to services that transform our health, the spectrum of companies that are now leveraging cloud technology for scale, simplicity and speed is truly staggering."

## **PROGRAMMATIC CONTENT DISTRIBUTION**

The past two years saw **ContentBridge** grow at an extremely fast pace, necessitating a change in both headquarter location and a move of its digital software to the cloud. According to **ContentBridge** CEO Jason Peterson, the company urgently needed a data center solution that would allow them to expand and scale globally, offered seamless access to cloud and network service providers (CSPs, NSPs) - as well as Microsoft Azure -- and enabled rapid content delivery. "Working with Equinix, **ContentBridge** instantly achieved seamless access to thousands of CSPs and NSPs, billions of endpoints, and Tier 1 cloud providers like Azure," he says. "We now have industry-leading scalability and expansion capabilities, and remarkably fast delivery to multiple content delivery networks (CDNs)."



## **STRATUS AWARD FOR CLOUD COMPUTING**

ContentBridge won a Stratus Award in the category of Cloud Computing - "Software as a Service." ContentBridge has democratized today's digital supply chain, giving every content owner access to the same powerful software that allowed the world's 2nd largest entertainment conglomerate a seamless transition from physical product distribution to 24/7 digital streaming entertainment. Just a few mouse clicks in the cloud gives content holders the ability to instantly move their entertainment into the digital domain. Whether it's just one short film or a library of 500 Karate movies. The ingenious software, which took over 110,000 hours to develop, has saved entertainment companies millions of dollars. It allows any owner the ability to digitally distribute and monetize their content worldwide and on-spec to over 200 different digital retailers like YouTube, Hulu and Netflix.

“  
*I MAKE SURE  
OUR CLIENTS  
HAVE THE BEST  
EXPERIENCE  
POSSIBLE*”

” **Fernando Gonzalez**  
ContentBridge, Director of Operations and Sales

# ADDS **DAILYMOTION** VIA SYNDICATION DEAL

## NEW PLATFORM TO PROMOTE ARTISTS / ENGAGE NEW FANS

### VIDAPRIMO

Los Angeles, – **VidaPrimo**, one of the world's most viewed multi-platform music networks, will begin distributing its music videos and related content onto leading online video platform Dailymotion. **Dailymotion** is the latest syndication platform for VidaPrimo's #3 comScore rated network. The announcement was made by VidaPrimo Chairman Jason Peterson. Peterson's GoDigital Media Group purchased VidaPrimo last year in a \$3.5 million deal.

VidaPrimo is fast becoming one of the best ways for advertisers to reach Latin Millennials and for music artists to engage fans. The partnership with Dailymotion allows VidaPrimo to share branded, original and exclusive content of over 100 Latin artists such as Arcangel, Jowell y Randy, Nengo Flow, El Mayor Clasico and Messiah. Dailymotion will now host and distribute the hottest music, lyric and audio videos to millions of fans in the U.S. and Latin America.

### NEW PARTNERSHIP, NEW CHANNELS

"Music is vital to our strategy here at Dailymotion and as important to the Hispanic culture. We're extremely excited to partner with VidaPrimo and bring amazing Artists with their great content to our growing Latino audience." said Eric A. Frias, Head of U.S. Hispanic at Dailymotion. Added VidaPrimo CEO Jason Peterson, "We're excited about the prospects," he says. "We net new revenue for our clients, while not having too much overlap with our YouTube audiences. Dailymotion is fast becoming known as a video destination site, and our syndication deal gives us another customer facing site, better share of ad revenues and a business partner that has instantly made us their #1 Latin music client. The downstream benefits for VidaPrimo clients are many."

### ABOUT DAILYMOTION

Dailymotion is part of Vivendi, the international media and content group. It attracts 300 million users who watch 3.5 billion videos on its player each month. Dailymotion offers the best content from users, independent content creators and premium partners in the media and entertainment industries all over the world. Dailymotion also provides free access to live content such as cultural events, sport competitions around the world or breaking news as it happens, and allows its users to watch free or on-demand movies, series or creative and exclusive programs from an international catalogue of tens of millions of videos.

Dailymotion is available around the world in 18 different languages and 35 localized versions featuring local home pages and local content. For further information, please visit: [www.dailymotion.com](http://www.dailymotion.com). To download a Dailymotion logo please visit:

[http://press.dailymotion.com/?page\\_id=346](http://press.dailymotion.com/?page_id=346)

See more: <http://press.dailymotion.com>

### ABOUT VIDAPRIMO

**VidaPrimo** is a global media company that provides advertisers access to an exploding marketplace of US and Latin American Millennials as they consume the hottest content in the young Hispanic culture. Through contracts with 100 of the hottest Latin Rhythm artists, VidaPrimo is one of the largest Latin Music Multi-Platform Networks with presence across YouTube and VidaPrimo.com With 60mm+ monthly views in the US and over 400mm across Latin America, VidaPrimo reaches 25% of US based Hispanic Millennials and an average of 20% of Millennials in Latin American countries. The VidaPrimo advertising platform leverages its massive reach of engaged Latin Millennials and connects them with brands through high quality in-stream video opportunities in front of premium content. Additionally, VidaPrimo offers display, creative product integration, custom video and activation opportunities.



# ADSHARE REBRANDS AS VIDAPRIMO IN LATIN AMERICA

*AdShare, the leading monetization service for music, film, television and sports rights holders, is rebranding in Latin America as VidaPrimo. The announcement was made by AdShare CEO Jason Peterson. Last year AdShare bought VidaPrimo, one of the world's best-viewed multi-platform networks, to forge a partnership in which artists engage fans and advertisers reach Latin Millennials.*

## SIMPLIFYING THE BRAND

**"We needed to simplify our brand and service messaging with our Latin clients,"** says Peterson. The future belongs to app-based television and multi-platform outlets like VidaPrimo. In partnership with our artists and record labels, there is an immense opportunity to quickly grow our artist's fan base, increase their promotion, and couple our audience to major brand advertisers to maximize artist income. Simply said, VidaPrimo in Latin America means larger audiences, more promotion and more money for artists and labels.

## THE PERFECT INTEGRATION

Previously, AdShare had been focusing efforts on expanding their monetizing technology services beyond YouTube to platforms such as SoundCloud and Facebook. Now, by vertically integrating with VidaPrimo, AdShare has expanded its core offerings beyond technology, into advertising. **"It's a perfect fit because we're sitting on content that we hadn't formally organized as a multiplatform network,"** says Peterson of the company's Latin music clients. **"When we looked across our portfolio we realized we had a huge asset we could leverage for our clients."**

## VIDAPRIMO SOARS

VidaPrimo is a multi-platform network much like VEVO and MTV, built specifically for the Hispanic audience and fans of Latin music. VidaPrimo is rated #3 worldwide in music and entertainment by comScore with over 24,000,000 unique monthly visitors. The network is quickly becoming a next generation outlet for music and television content, able to engage fans around the world via any digital platform and device.

## ADVERTISERS REACH OUT TO LATIN MILLENNIALS VIA VIDAPRIMO

Recent numbers tells the story of VidaPrimo's ability to engage the Latin Millennial audience. The VidaPrimo advertising platform leverages its massive reach of engaged Latin Millennials, connecting them with brands by producing and distributing premium branded entertainment content executing flawless digital media campaigns mainly focused on video advertising opportunities. More than 25 major brand advertisers including Miller, Anheuser Busch, Wells Fargo, Dunking Donuts, and Jeep have looked to VidaPrimo to reach Hispanic Millennial and Generation X consumers.





# FUEGO'S **HIGHLY ANTICIPATED** **SONG** WITH J BALVIN

*Will Be Optimized and Monetized **On YouTube By AdShare***

Two months ago, J Balvin started teasing about it to his fan base via Snapchat. FUEGO and Balvin continued to tease by showcasing the song at the recently concluded Latin Billboard Conference. Now FUEGO seems primed to own the airwaves this summer with his music video for “35 Pa Las 12” being dropped before the July 4th weekend.

## **FUEGO AND J BALVIN**

The fun started with FUEGO’s release of “Fireboy Forever 2, which brought FUEGO straight into HIP HOP. The track was already a standout, with the energized Billboard performance highlighting FUEGO’s songwriting prowess with Balvin’s romantic reggaeton. The result is a highly anticipated song that is sure to propel FUEGO to the top of Billboard’s summertime music chart.

## **“35 PA LAS 12”**

35 PA LAS 12” is a simple song about high expectations. A man fantasizes about meeting a woman at midnight to celebrate with some drinks and hookah. The possibilities are endless, because, as the chorus repeats, it’s still 35 minutes to midnight.

## **ABOUT FUEGO**

FUEGO is a singer/songwriter and founder of his record label Fireboy Music, currently signed to Famous Artist Music/Mr. 305.

## **ADSHARE OPTIMIZATION**

AdShare, the leading monetization service for music, film, television and sports rights holders, will optimize and monetize FUEGO’s new release.

# CINQ MUSIC HAS THE #1 ARTIST IN THE LATIN GENRE

CINQ MUSIC CLIENT  
**JUSTIN QUILES** AND  
NEW ALBUM  
**LA PROMESA** TOP  
THE BILLBOARD  
CHARTS!



Another Cinq artist is also doing strong sales. Hip-Hop artist **MESSIAH** also charted on the Billboard Latin Urban charts. Earlier this year Messiah **was also selected by Gatorade** for their new national campaign "Counter Attack."

The popular Latin artist, Messiah, delivers the commercial's message in a rhythmic rap style. The commercial has been running in every channel and network on going.

# ROAD TRIPS >>>>



**WE ENCOURAGE EVERYONE AT GODIGITAL TO SEND THEIR BUSINESS TRIP ROAD PICTURES FOR OUR FUTURE NEWSLETTERS.**

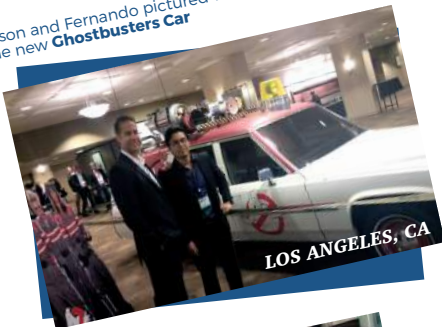


WASHINGTON DC

**JASON PETERSON RECENTLY VISITED WASHINGTON DC, TALKING CHANGES IN MUSIC COPYRIGHT DURING A "GRAMMY ON THE HILL" MEETING WITH CONGRESS.**

Jason is pictured with House Representative Judy Chu, and famous artist, producer and manager Peter Asher who was the A&R guy for the Beatles Apple Music company and discovered and signed Jackson Browne. His look is the inspiration for Austin Powers.

Jason and Fernando pictured with the new Ghostbusters Car



LOS ANGELES, CA



TORONTO, CANADA

Photo of Jason Peterson and **Robert Ott**, Founder and Chairman of Ole Rights Management the largest music publisher in Canada funded with \$1B from the Ontario Teacher's Pension Fund. The photo was taken during the Ole Summer Listening Party at the Ritz Carlton, Canada



ADSHARE, JULY 2016

Jason Peterson, Steven Brooks and Steve Scott were all interviewed by **Punchline**, a popular music and culture show that airs in Taiwan. The film crew came to Los Angeles to tour the AdShare offices and do interviews for an upcoming profile on Taiwan television. **Special thanks to June Zahn for helping to set this press tour up.**



TORONTO, CANADA

Photo of Jason Peterson and entertainment financier **Andy Moats**, Chief Credit Officer at Avenue Bank (NASDAQ AVNU). The photo was taken during the Ole Summer Listening Party at the Ritz Carlton, Canada