

contentbridge

AdSHARE

cinq
MUSIC GROUP

VIDAPRIMO

THE LATEST NEWS



GoDIGITAL
MEDIA GROUP

FROM THE GDMG
FAMILY
LOOKING AHEAD

DECEMBER 2017 HOLIDAY EDITION



**HAPPY
HOLIDAYS**

JASON PETERSON
CHAIRMAN & CHIEF EXECUTIVE OFFICER

WORKING TOGETHER TO ACQUIRE ENTERTAINMENT INTELLECTUAL PROPERTY

Dear Team,
I'm writing to inform you of a paradigm shift in our software development priorities for the group.

As you probably know we have been implementing an initiative called "One GoDigital" where we are bringing together our disparate companies and teams to create focus and synergy in our efforts. Likewise, all markets, companies, and products have a lifecycle. Timing is everything in business. We have to execute in the window for each opportunity. To this end the music recorded industry has shifted into growth mode thanks to streaming and we have moved into a new phase of our corporate development buying music intellectual property.

In the prior market cycle we focused on software development for content operations on platforms like ContentBridge and CloudControl.

We are now 'good' at this and timing dictates we need to shift our thematic focus. We are now riding the industry and company shift by focusing on finance related software development. The future growth of the GoDigital companies will be driven by our ability to identify, value, and acquire entertainment intellectual property. To this end our top priority is to:

- 1.** Develop a data warehouse in the cloud that contains all of the harmonized streaming and download data from all digital platforms our content is consumed on, then.
- 2.** Build on top of it a unified accounting rules engine to render accounting statements and provide for an interactive report builder in CloudControl for our customers and internal team to use.

We will continue to maintain ContentBridge and will further the VidaPrimo agenda to build towards a linear broadcast network available in the 'skinny' cable bundle from cable, satellite, and telecommunications companies.

Mitchell Harper under his role as SVP, Product for the group is charged with working with the business unit leaders to develop and implement product vision.

Thank you to our global team for your continued efforts and focus. If we continue to execute well we will continue moving into a time of rapid growth.

LOS ANGELES, CALIFORNIA - 2017



GoDIGITAL
MEDIA GROUP

WHAT'S INSIDE...

TABLE OF CONTENTS

4

GDMG ON THE WEB

5

VIDAPRIMO/VEVO

6

PINA RECORD'S CRIMINAL

7

ADSHARE TO HELP GLOBALIZE

8

CINQ MUSIC ACQUIRES T.I. CATALOG

9

CINQ MUSIC & MASTER P.



GoDIGITAL
MEDIA GROUP

GDMG ON THE WEB

CINQ MUSIC ACQUIRES T.I. CATALOG,
PLANS 'PAPER TRAIL' REISSUE: EXCLUSIVE



CINQ MUSIC ACQUIRES T.I. CATALOG



CINQ MUSIC ACQUIRES T.I. CATALOG,
PREPS GREATEST HITS ALBUM



WILL NATTI NATASHA'S 'CRIMINAL'
OVERTAKE 'DESPACITO' ON YOUTUBE?



NATTI NATASHA, OZUNA "CRIMINAL" VIDEO NABS #1 SPOT
ON YOUTUBE MUSIC GLOBAL CHART



CINQ MUSIC ACQUIRES T.I. CATALOG



NO LIMIT FOUNDER MASTER P JOINS CINQ MUSIC
AS PRESIDENT OF URBAN MUSIC



WARNER MUSIC GROUP



VEVO, VIDAPRIMO TO MAKE INDEPENDENT LATIN URBAN MUSIC VIDEO AVAILABLE TO MAINSTREAM AUDIENCES

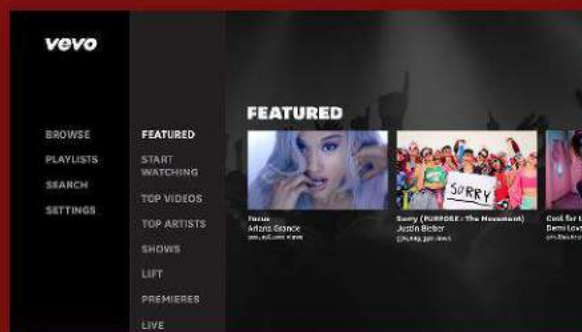
VidaPrimo, the premier Latin Music video network, has reached an agreement to distribute its vast library of music videos via Vevo, the world's largest dedicated music video service. The announcement was made by VidaPrimo Executive Vice President and General Manager Stephen Brooks. The agreement paves the way for video distribution onto Vevo's owned and operated platforms on desktop, mobile and streaming devices, gaming consoles and smart TVs. Distribution excludes YouTube, where VidaPrimo owns a top 5 Latin music network.

"We're pleased to have a partnership with a brand as strong and expansive as Vevo," says Brooks. "This agreement will enable our artist and label partners to reach more of their fans on new devices and platforms, giving them equal footing with the major labels."

As part of the agreement, VidaPrimo will also curate key genre and promotional playlists to aid in the discovery of Latin Rhythm music. Most notably, the network will manage the new Reggaeton and Latin Trap playlists and work with Vevo to promote key new releases and upcoming artists from across the industry. "The promotional aspect of our partnership is critical," says Brooks. "We are advocates for the Latin Rhythm genres, and we want to make sure that amazing music makes its way into as many homes as possible, whether it comes from our network or another independent label. We will be working with other labels and networks to ensure the best of the genre is represented on Vevo."

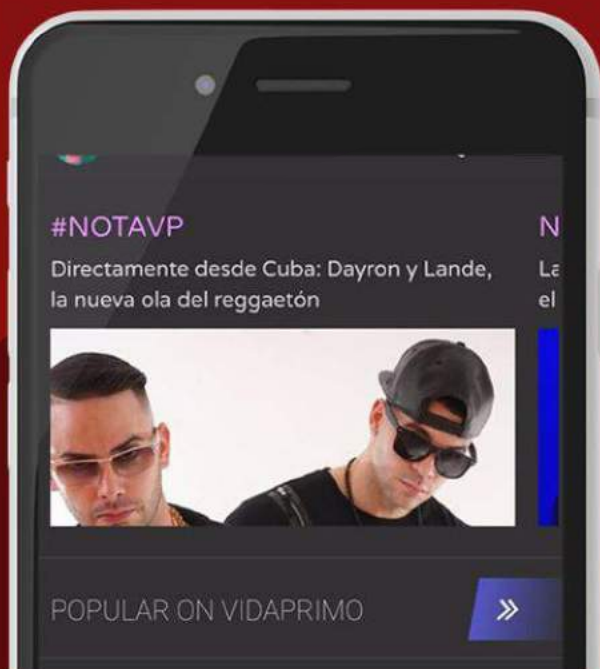
About Vevo:

Vevo is the world's leading all-premium music video and entertainment platform with over 24 billion monthly views globally. Vevo delivers a personalized and expertly curated experience for audiences to explore and discover music videos, exclusive original programming and live performances from the artists they love on mobile, web and connected TV.



About VidaPrimo:

VidaPrimo is a global media company that provides advertisers access to Millennial consumers in the US and Latin America through culturally relevant Latin Music video content. Through agreements with more than 120 of the hottest Latin Rhythm artists, VidaPrimo is the largest independent Latin Music Multi-Platform Network with presence on YouTube and over 15 web, mobile, subscription streaming, smart television, connected streaming device and broadcast platforms. With over 1 billion monthly views across the US and Latin America, VidaPrimo reaches 25 percent of US based Hispanic Millennials and an average of 20 percent of Millennials in Latin American countries. The VidaPrimo platform connects its massive reach of engaged Latin Millennials to global brands through high quality in-stream video advertising in front of premium content, in-video product placement, custom production, social influence and fan activation.



PINA RECORD'S CRIMINAL HITS #1



The hit Pina Records single "Criminal" by Natti Natasha and Ozuna is now the #1 music video in the world, according to the just-released YouTube Music Global Top 100 chart for the week ending 11/9 and 11/16. The video finished comfortably ahead of mega-hit "Despacito" by Luis Fonsi ft. Daddy Yankee and "Havana" by Camila Cabello ft. Young Thug, with nearly 70 million plays recorded for the week. "Criminal" is in heavy rotation on the multi-platform VidaPrimo network and has now surpassed 700 million lifetime views.

"We are incredibly happy for Natti Natasha, Ozuna and our client Pina Records for achieving the #1 music video," says VidaPrimo Executive Vice President and General Manager Stephen Brooks. "It is an honor to work with some of the best artists and label executives in the world. Pina Records has been a pioneer in the Latin Urban music genres of Reggaeton and Latin Trap for over a decade, and "Criminal" is a testament to the label's continuing status at the top of its game."

The achievement also acknowledges YouTube's role as barometer of global music trends. The video platform's Top 100 charts track weekly viewership and fastest growth of music videos in the United States, United Kingdom and Worldwide.

"YouTube plays a vital part of the music ecosystem for us," says Brooks. "The Top100 Charts provide a unique and important view into the music video marketplace.

"About VidaPrimo: VidaPrimo is a global media company that provides advertisers access to Millennial consumers in the US and Latin America through culturally relevant Latin Music video content. Through agreements with more than 120 of the hottest Latin Rhythm artists, VidaPrimo is the largest independent Latin Music Multi-PlatformNetwork with presence on YouTube and over 15 web, mobile, subscription streaming, smart television,

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Congratulations to the whole team for your good job in this project!



ADSHARE TO HELP GLOBALIZE XELON ENTERTAINMENT, LIBERATION MUSIC MONETIZATION COMPANY'S FIRST LABELS IN AUSTRALIA, NEW ZEALAND.

AdShare To Monetize, Globalize Two Aussie Music Companies

Monetization Company's First Foray into Australia, New Zealand

Los Angeles -- AdShare, the leading monetization service for music, film, television and sports rights holders, continues its international growth with the addition of Xelon Entertainment and Liberation Records. This marks AdShare's first foray into both Australia and New Zealand music spheres. AdShare is already active in the US, Asia, Russia and India, with representation and offices in sixteen countries worldwide.

"Dance music is massive across the world," says AdShare Vice President of Sales Steve Scott. "Double digital growth for the music, clubs and festivals. We're excited about expanding into Australia with Xelon and Liberation, both of which share an enviable history of promoting and developing Australian artists."

Liberation Records

Currently representing sixteen artists and bands, Liberation Music was founded in the late nineties by Michael Gudinsky and Warren Costello. The Melbourne based indie record company features an eclectic mix of talent, including Slum Social, MansionAir, Husky, British India and Julia Jacklin.

XELON

Representing over 150 labels, both domestic and worldwide, Xelon has become an invaluable asset to the Australian music scene. The distribution company has overseen the growth and expansion of labels Sweat It Out and OneLove, who have worked with Xelon from start-up to world class record labels. Headquartered in Melbourne, Xelon is known for its expertise in the dance music sphere, including such distinguished clients as Central Station Records, Neon Records, Ministry of Sound Australia, LNG Music and Bush Records.

About AdShare

AdShare is the leading social media monetization service for music, film, television, and sports rights-holders. It brings together a technology oriented multi-disciplinary approach to monetizing fan engagement online. AdShare's offerings include providing full service YouTube monetization and for existing YouTube Partners, the most robust and effective Optimization service on the market – generating substantial new revenue for its clients.





ACQUIRES T.I. CATALOG

AdShare, the leading monetization service for Cinq Music, a technology-driven record label, music distribution and rights-management company, has acquired multi-Grammy winning rapper T.I.'s catalog from Warner Music Group as part of its Parlophone Label Group divestment program. The announcement was made by Cinq Music co-founder and President

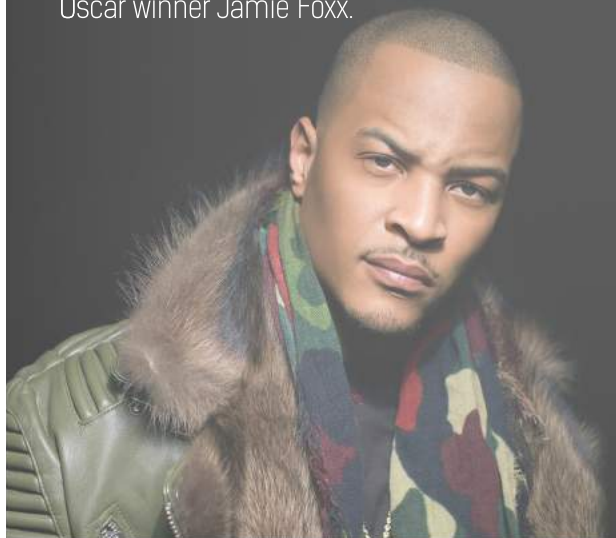
Barry Daffurn. T.I.'s signing marks the first step in Cinq acquiring artist rights since receiving \$20mm in Series B funding earlier this year.

The acquisition of the T.I. catalog is Cinq's first acquisition since being recently infused with \$20 million in Series B funding. "Through artists like T.I., we're showing Cinq is a company that artists of all sizes can rely on to maximize the value of their intellectual property," says Daffurn. Albums to be re-released under Cinq Music include T.I.'s Trap Muzik, Urban Legend, King, No Mercy, and Paper Trail, among others.

T.I. is a three-time Grammy award winning rapper, actor, and entrepreneur from Atlanta, Georgia. He has released nine studio albums, seven of which have reached the top five on the US Billboard 200 chart. He has also released numerous successful singles, including the hits "Bring Em Out", "Whatever You Like", "Live Your Life" (featuring Rihanna), "Dead and Gone" (featuring Justin Timberlake), "Ball" (featuring Lil Wayne) and "No Mediocre" (featuring Iggy Azalea). T.I. has also had a successful acting career, starring in movies such as Marvel's "Ant-Man", "American Gangster", "Get Hard", "Identity Thief" alongside Melissa McCarthy and Jason Bateman, "Entourage", "ATL", and "Sleepless" alongside Oscar winner Jamie Foxx.



JASON PETERSON & T.I.



T.I. IS ONE OF THE MOST IMPORTANT ARTISTS WITHIN NORTH AMERICAN TRAP AND HIP HOP MUSIC.



MASTER P, CINQ MUSIC'S NEW PRESIDENT OF URBAN MUSIC

Master P will be an evangelist and connector, helping us sign more artists. He brings a wealth of experience and a deep artist network. Cinq Music, a technology-driven record label, distribution and rights-management company, has named Percy "Master P" Miller as President of Urban Music in the United States. The announcement was made by Cinq Music co-founder and President Barry Daffurn.

"Master P is an iconic artist/entrepreneur that will help Cinq and all its artists maximize the value of their intellectual property," says Daffurn. Adds Jason Peterson, CEO of GoDigital Media Group, Cinq's parent company, "Through Cinq, Master P will be an evangelist and connector, helping us sign more artists. He brings a wealth of experience and a deep artist network." Master P is no stranger to either Peterson or Daffurn. GoDigital Media Group was founded eleven years ago when Master P awarded Peterson a multi-year exclusive digital distribution deal for his music catalog. "He recognized a kindred entrepreneur and liked my vision that digital distribution of music was the future," says Peterson.



**MASTER P WITH JASON
PETERSON AT RECENT
212NYC EVENT.**

Master P is a businessman, entrepreneur, music mogul, an iconic American entertainer, producer and philanthropist. The founder of No Limit Records, Master P gained fame in the mid 1990s with hits like "Ice Cream Man" and "Make Em Say Uhh" along with roles in several independent films which made the artist a household name. As important as Master P's music success is, he has also had a successful career as an entrepreneur and investor, coming from poverty to Forbes. Master P created a multi-million dollar business empire spanning an array of industries and selling over seventy-five million albums to date. "Master P was one of the first rappers to see the real potential of music as a business," says Daffurn. "Many artists only concentrate on their creativity, but Master P saw his work through the eyes of an entrepreneur." The artist is held in high esteem by many artists for his entrepreneurial work ethic. In addition to his music, Master P dedicates his time in communities around the country through the P. Miller Youth Centers, Let the Kids Grow, Team Hope NOLA and P. Miller Food Foundation For The Homeless.

MERRY CHRISTMAS! FROM COLOMBIA



The day of the candles or night of the candles is one of the most traditional festivities of Colombia, with which the dogma of the Immaculate Conception of the Virgin Mary is celebrated. The celebration varies according to the regions of the country, but generally begins from the night of December 7, with the lighting of lanterns and candles that illuminate streets, shopping centers and homes of towns and cities. This celebration marks the beginning of the Christmas holidays in the country. In several parts of the country, on December 8 a white flag with the image of the Virgin Mary is hoisted in the houses all day long.



CINQ MUSIC AND VIDAPRIMO AT THE BOGOTA MUSIC MARKET 2017

JASON PETERSON AT **LATIN BILLBOARDS**



BOGOTÁ MUSIC MARKET LUNCH WITH NATIONAL AND INTERNATIONAL BUYERS

LATIN BILLBOARDS VIDAPRIMO'S PARTY 2017



GODIGITAL TEAM IN SRI LANKA



GODIGITAL AND T.I.'S TEAM AT 212NYC EVENT



VIDAPRIMO TEAM IN COLOMBIA

212NYC



GODIGITAL TEAM IN KOREA

GODIGITAL TEAM IN KOREA



SOME 2017 HITS

