

# THE LATEST NEWS

## FROM THE GDMG FAMILY

### ▶ PLAYING TO WIN ◀

A LETTER FROM OUR CEO, JASON PETERSON



*I want to talk about being in a ‘challenge state’ and playing to win. This is how we want our team members to work. It’s a concept from sports where players on a team play to win as opposed to playing not to lose.*

*What’s the difference?*

*I’m a player so I’ll use a beach volleyball example:*

*Playing to win means being aggressive such as hitting the ball hard. You might jump serve instead of just floating the ball over softly because it is harder for the other team to pass a jump serve. Yes, the risk of missing the serve might be a little higher but if the other team makes a good pass on an easy serve they will almost always score a point because good offense beats good defense.*

*Playing not to lose would be playing it safe. Floating the serve over easily and staying well under your maximum performance threshold because you’re worried you might make a mistake. Chances are the other team will make a good pass and will smash the ball down your throat. This is a bad choice when you’re playing high level competition.*



# WHAT'S INSIDE...

*table of contents*

03

**PLAY TO WIN** FROM JASON PETERSON

04

**ADSHARE** SIGNS CUBE ENTERTAINMENT

05

**VIDAPRIMO** Q&A WITH MARK BOHN

06

**CINQ AND VIDAPRIMO** SIGNS NEJO

07

**CONTENTBRIDGE** VIDCHECKER TO THE CLOUD

08

**ROADTRIP** PHOTOS



# PLAYING TO WIN - BEING IN A 'CHALLENGE STATE'



Playing in a challenge state also enables people to get 'in the zone'. This is also sometimes called a 'flow state'. Others know it as **clarity of thought or inspiration**. It is a mental state where time passes unnoticed, the brain recognizes patterns without conscious thought and good things just happen.

Have you ever made an amazing play on the sports field or created a masterful story or song that sprung from nothing in a moment of inspiration? Then perhaps replayed that moment in your mind and you can barely remember it? That's flow state.

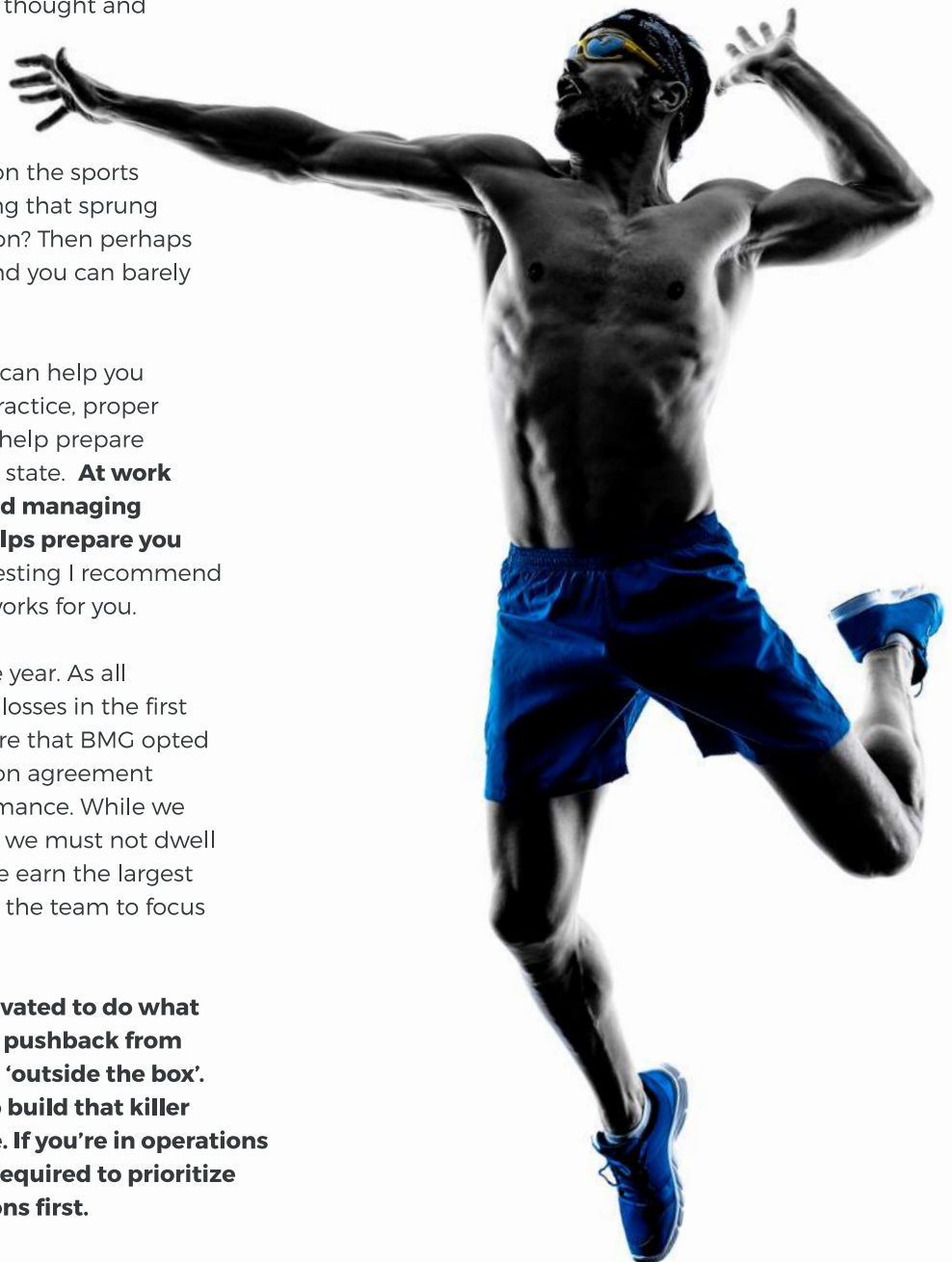
It's hard to get into, but playing to win can help you achieve being in the 'zone'. In sports: practice, proper nutrition, rest and mental preparation help prepare an athlete to achieve this performance state. **At work getting enough sleep and exercise and managing your workload and stress properly helps prepare you for inspiration.** If 'flow states' are interesting I recommend you do some research and find what works for you.

We're rocketing towards the end of the year. As all business do, we're had some wins and losses in the first 9 months of 2016. Many of you are aware that BMG opted not to renew their AdShare optimization agreement despite our team's outstanding performance. While we view this as a poor choice on their part we must not dwell on the past. The 4th quarter is when we earn the largest portion of our income and is a time for the team to focus and perform in a challenge state.

**If you're in sales feel enabled and activated to do what it takes to close deals. You will get no pushback from your executive team if you need to go 'outside the box'. If you're in product find inspiration to build that killer feature that will increase our revenue. If you're in operations approach your work with the clarity required to prioritize and execute the most impactful actions first.**

We want our team members to do those things they know get them in the zone.

**THEN PLAY TO WIN!**



# ADSHARE SIGNS **CUBE** **ENTERTAINMENT** TO MAXIMIZE MUSIC CONTENT REVENUE

CUBE ONE OF SOUTH KOREA'S MOST RECOGNIZED RECORD LABELS

## **CUBE ENTERTAINMENT**

AdShare, the leading monetization service for music, film, television and sports rights holders, has signed CUBE Entertainment. The announcement was made by AdShare CEO Jason Peterson. Cube Entertainment (formerly known as Playcube) is a South Korean record label founded ten years ago by Hong Seung-sung and Shin Jung-hwa. Their music is distributed by Universal Music Korea CJ E&M Music, Live and LOEN Entertainment. CUBE features recording artists such as G.NA, Hyuna, 4Minute and Sistar. Since its inception in 2007, AdShare has recovered millions in revenue for clients.

## **MAXIMIZING REVENUE**

According to AdShare CEO Jason Peterson, the signing of CUBE highlights the company's continued expansion into Asia to help artists and their management maximize revenues. "We're excited to have one of the top Korean labels with us, we're very active here throughout Asia, in Korea, Taiwan, Japan and China," says Peterson, who travels to AdShare's Seoul based office several times a year. Recently, AdShare signed JVR Records and Taiwanese artist Jay Chou, acknowledged as Asia's new "King of Pop."

## ADSHARE'S **HAWK TECHNOLOGY**

CUBE artists will be gaining access to AdShare's state-of-the-art proprietary HAWK technology. According to just released data from an internal September test, AdShare's technology is 97.4 percent effective at recovering content revenue as opposed to the industry standard of around 60 percent. According to Peterson "Most monetization companies don't have the software or manpower to work this efficient. A lot of money sits in limbo and thus never gets paid out to the artist."

**CONTENT MONETIZATION COMPANY'S PROPRIETARY HAWK TECHNOLOGY CAPTURES MAXIMUM REVENUE**

## SEPTEMBER TEST PROVES **ADSHARE CONTENT RECOGNITION TECHNOLOGY 97.4% EFFECTIVE IN REVENUE RECOVERY FOR ARTISTS.**

**OCTOBER 03, 2016**

AdShare, the leading monetization service for music, film, television and sports rights holders has measured its Hawk content identification technology to be 97.4 percent accurate during a September 2016 test on the world's largest social media video service. The company periodically tests for real world effectiveness by comparing Hawk's digital fingerprint identification determinations in large samples of tens of thousands of videos against those of a large team of trained humans. For comparison, other notable tracking and monetization services were rated at around 60 percent effectiveness. AdShare has recovered millions of dollars for its clients since the company's 2007 inception.

## **LEAVING MONEY BEHIND**

"Our internal tests consistently show around a 30 percent increase in recovered revenues above the industry average," says Peterson. "If artists and content owners don't hire a third party company, they are likely leaving substantial amounts of money on the table. In outlier situations we've seen revenue double or more."

## **THE ADSHARE ADVANTAGE**

AdShare's proprietary HAWK platform delivers superior results, and also offers clients such features like their proprietary "data cleanup process." The process can provide up to 43 percent more revenue through more accurate matching of advertising revenues on third party platforms like YouTube, DailyMotion and SoundCloud with client owned assets. "It's a matter of dedication," says Peterson. "We're dedicated to the task of maximizing revenue return to our clients. Most companies don't have the software, expertise or human resources to achieve this kind of effectiveness. Some actually let money sit in limbo and it never gets paid out. AdShare has a large and experienced accounting and analytics team working with proprietary software 24/7 in our 17 offices around the globe. The effectiveness percentage reported by our internal audits may be a surprise to many, but not to us."



# Q&A WITH **MARK BOHN**,

## THE NEW VP OF ADVERTISING SALES FOR VIDAPRIMO.

### **DID YOU KNOW ABOUT VIDAPRIMO PRIOR TO BEING HIRED?**

No. I only became aware of VidaPrimo after seeing a job posting. I decided to pursue the position because VidaPrimo's requirements were so closely aligned with my experience and professional interests.

### **HOW DID YOU GET TOGETHER WITH JASON?**

I went through a series of interviews and tests and then interviewed with Jason. He shared his vision of where he was taking the company and I spoke about my background and ideas about how to maximize revenue growth. There was a lot of common ground.

### **WHAT INTRIGUED YOU ABOUT VIDAPRIMO AS A CROSS-SELLING OPPORTUNITY?**

Joining VidaPrimo was a no-brainer. As a music lover, it allows me to leverage my passion with my profession. The energy within the company is incredible and the product even more so. VidaPrimo's leading-edge technology and worldwide distribution combined with its stable of top Latin Rhythm artists, offers advertisers an extraordinary level of engagement with Hispanic millennials.

### **WHAT WOULD YOU LIKE MEDIA BUYERS TO KNOW ABOUT VIDAPRIMO?**

The profound role music plays in Hispanic millennials' lives. Beyond its 55million monthly views, advertisers can harness viewers' passion by partnering with VidaPrimo artists themselves. Custom content, authentic, rich and meaningful ensures brand resonance unattainable with standard media plans. Often VidaPrimo can develop branded content for buyers with smaller budgets and aggressive efficiency requirements.

### **WHAT OTHER PLATFORMS WOULD YOU LIKE TO SEE VIDAPRIMO OFFERED UP ON?**

Our goal is to develop the VidaPrimo brand as the go-to place for Latin Rhythm music. Through artist acquisition, partnerships, marketing and new business relationships we'd like to see VidaPrimo available on whatever platform most convenient to those in the mood for Latin Rhythm Music.

### **WHY DO MAINSTREAM AGENCIES STILL HAVE SUCH A CHALLENGE WITH REACHING LATIN MILLENNIALS, OR DO THEY?**

Millennials are more difficult to reach because their screen time is limited and scattered. Regarding Hispanics, there are two schools of thought here. One is that Hispanic millennials can be reached with



a general market buy. And that is true to a certain extent. The other is that although Hispanic millennials view an ad, it's not effective because it's perceived as a general ad for the general market. There are significant cultural differences between Hispanic millennials and general market millennials. Their values differ as does the way they take in advertising. To resonate, it must be perceived as authentic and true and tailored to their sensibilities. That's why VidaPrimo is so powerful in connecting with Hispanic Millennials- we are experts in Latin Rhythm Music and only work with artists who can connect viewers with brands authentically and with aplomb.

### **WHAT WOULD YOU LIKE TO SEE HAPPEN WITH VIDAPRIMO IN THE NEXT EIGHTEEN MONTHS?**

Develop our brand so VidaPrimo becomes synonymous with Latin Rhythm music in both the Hispanic and advertising communities. As the brand grows, we'll be developing longer form branded content, artists' showcases and other assets tailored to Hispanic millennials.

### **IF YOU COULD HAVE ANY CLIENT FOR VIDAPRIMO, WHO WOULD IT BE?**

There are so many clients who would benefit from a VidaPrimo partnership. Instead of giving you a particular client, I'll give you a particular kind of client. Clients who would benefit most are those who know how powerful an association with musical artists can be. With the right brand and artist, clients fortify their credibility and extend their visibility among hard-to-reach Hispanic millennials in a manner unavailable through media alone.



# MUSIC OPEN LATIN AMERICA OFFICES, SIGN ÑEJO

*New Offices, New Team Directed by Paola Colmenares*

**GODIGITAL COMPANIES VIDAPRIMO, THE #3 COMSCORE RATED MULTI-PLATFORM LATIN NETWORK, AND GRAMMY WINNING RECORD LABEL CINQ MUSIC HAVE OPENED OFFICES IN COLOMBIA.**

*Heading up the Latin America team representing both companies is Managing Director Paola Colmenares. Her new team includes Camelia Restrepo, (A&R, Latin America), Daniel Taborda, (Creative Director), Erika Pulido, (Manager & Accountant), Nicolas Flores Motato (Designer) and Luis Ivone Restrepo (Colombia Press Chief). The announcement was made by VidaPrimo CEO Jason Peterson. The VidaPrimo team has already signed its first artist, Nejo, one of the pioneers of Reggaeton and one of the more popular artists of the urban genre.*



## EXPLOSIVE LATIN GROWTH

"Latin music is undergoing explosive growth and GoDigital Media Group through its Cinq Music label and VidaPrimo music television network is positioned to take advantage of this opportunity," says Peterson. "As part of building into the LATAM market we're elated to have Paola Colmenares joining us as the Managing Director for Colombia. She brings her many talents as an attorney, manager, and executive to VidaPrimo and Cinq Music, ensuring our market leading position."

According to Colmenares, the signing of Nejo gets the new office off to a fast start. "Nejo is now part of VidaPrimo, and his signing signals the opening of doors to the signing of other artists from Central and South America. We believe in Colombia and Latin America, so now we have a company in Colombia with a presence in both Bogota and Medellin."

## LATIN MUSIC FESTS

The new team is currently working the various music festivals, showcasing both VidaPrimo and Cinq Music. "We had a very successful showcase in Bogota, and we made our first mini festival in Colombia," says Colmenares. "It will not be our last. We are now part of the ecosystem of the music industry in Latin America."

## CINQ'S HOT SUMMER:

Cinq, the 2016 Billboard nominated music distribution and rights management company, had three of its artists pinning the needle on Billboard's summer charts. Cinq clients Messiah, Justin Quiles and 24 Horas all charted in the top ten of their respective genres. Cinq artists are no stranger to the Billboard charts. Last year Diamante Electrico and was awarded a Latin

Grammy in the category of "Best Rock Album." The company also saw five of its artists make the top ten of the Latin Billboard Charts. Nengo Flow charted at #1 and #5 with Los Reyes Del Rap. Los De La Naza peaked at #8 with Orion. Jory Boy charted at #1 and #3 for Matando La Liga, Justin Quiles & Los De La Naza made #2 and #9 with Imperio Nazza: Justin Quiles Edition and Vena hit #10 with It's Vena (Live). Earlier this year, Cinq Music was nominated as a Billboard finalist in the category of "Latin Rhythm Albums Label Of The Year."

## VIDAPRIMO

VidaPrimo is the #3 comScore rated Latin music network, but still remains relatively unknown to artists, advertisers and consumers outside the US. The company is increasing brand recognition by re-skinning the website, building a better social media presence and leveraging the popularity of VidaPrimo artists to drive heightened awareness. The objective is for VidaPrimo to have the brand recognition of VEVO with the reach and impact of MTV. VidaPrimo has over 200 hours of exclusive content that is in high demand with Latin Millennials, making it a premium avenue for media buyers and their global advertising campaigns.



# CONTENTBRIDGE TAKES VIDCHECKER TO THE CLOUD!

**ContentBridge has added Vidchecker to their cloud-based digital supply chain solution. Vidchecker's automated quality control of both video and audio ensures a more cost-effective way to monitor, report and correct problems in content. "Vidchecker is a powerful addition to ContentBridge's solution for digital distribution of content," says Fernando Gonzalez, ContentBridge Director Of Operations and Sales. "It's built like our software, to work in the cloud, physical or hybrid environments. Based on a client's needs, it can be scaled to meet any level of demand. It's highly customizable, allowing one to choose any set of parameters for file probing. From light scans to analysis of single frames and audio samples."**

The combination of ContentBridge's software solution with Vidchecker reduces costs associated with the time consuming, tedious and manpower heavy task of traditional quality control methods. "Vidchecker also allows us to perform a technical Q/C with no margin for error," says Gonzalez. "This allows ContentBridge's outbound media to be Q/C'd/tested by Vidchecker based on settings matched to meet the ingest specifications required by each of our retailers, i.e., Netflix, iTunes, Hulu, all completed faster than in real time."

ContentBridge recently won a 2016 Stratus Award in the category of Cloud Computing - "Software as a Service." With Vidcheck, ContentBridge continues to democratize 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.



“  
***VIDCHECKER is a powerful addition to ContentBridge's solution for digital distribution of content.***  
”

~Fernando Gonzalez  
ContentBridge Director Of Operations and Sales



# ROAD TRIPS



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



TAIWAN

**JAY WINSHIP SPEAKING WITH PUNCHLINE PIECE FOR ADSHARE ON SCREEN.**

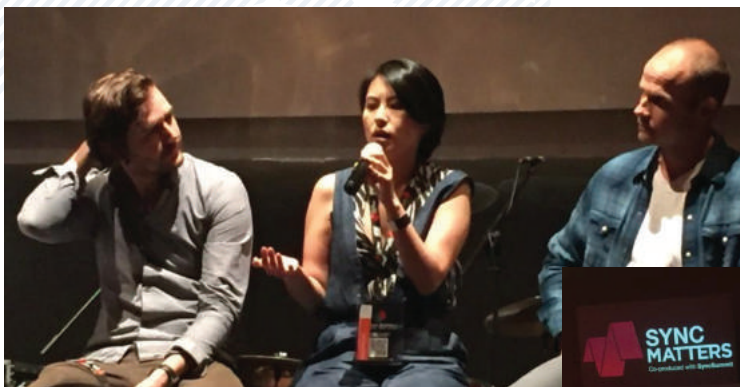
TAIWAN BEATS 2016 CONFERENCE



LA TECHFEST

**JASON & YAN GORSHTENIN, A 16 YEAR OLD CEO OF NETLODGE, THE YOUTUBE OF START-UP CONTENT.**

LOS ANGELES TECHFEST



**JUNE ZHAN TALKING ON BEHALF OF ADSHARE.**

SINGAPORE, SEPTEMBER 12-15



SINGAPORE

[HTTP://MUSICMATTERS.ASIA](http://musicmatters.asia)