

JAN - MAY 2021

# NEWS



GoDIGITAL  
MEDIA GROUP



PORTE  
DIFERENTE

JUS

IVONNE  
GALAZ

DANNYLUX

CINQ'S NEXT  
GEN LATIN ARTISTS

2021

VIDAPRIMO

cinq

LATIDG  
MUSIC

mitú

contentbridge

AdSHARE

yogaworks

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CINQ'S  
NEXT-GEN ARTISTS

CHANGDEOKGUNG PALACE  
South Korea

The beautiful scenery of Korea is called Changdeokgung, which was built in Joseon Dynasty about 600 years ago. It's located in the middle of a metropolitan city, Seoul. So anyone can do time travel whenever you're exhausted with modern society :) haha. Now Korea is full of spring blossoms. I hope everyone who will see this photo can feel a warm and peaceful mood sending from Korea.

HYOJEONG RA  
Rights Admin Manager for AdShare

TEMPLE OF THE SACRED TOOTH RELIC  
Sri Lanka

This is one of the main highlights in Sri Lanka. It is a Buddhist temple with a golden roof, which houses the relic of the tooth of the Buddha. Located in the city of Kandy, Sri Lanka. This temple was the royal palace complex when Kandy was considered the Capital/Kingdom. This was built in 1356 and time to time decorated or renovated accordingly.

NILANGA RATNAYAKA  
AdShare Office Manager



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# “LEAD GENERATION”

## OUR NEXT PHASE IS LEAD GENERATION

We have long discussed our business strategy focused on music rights management and video networks. We have also talked a lot about the \$600 billion dollar a year e-commerce industry as an enormous opportunity.

Everything we do originates from the perspective of intellectual property rights management. Our music division manages music rights. Our networks division manages video rights, and now our e-commerce division will manage the rights to marquee brands.

But what is the value of our music, video, and products without customers?

I am challenging everyone who works with GoDigital Media Group and its operating businesses to focus on becoming experts at customer lead generation. This means we own the customer relationship and can remarket to them over time to build a “long term value-added bilateral relationship.” This is a fancy phrase that means if we give substantially more value to potential customers than we cost they will give value back to us with their viewing time and money. The result of this formula is a customer lifetime value that greatly exceeds our cost to acquire that customer.

Cinq Music: we should be industry leaders at building direct to fan connections and marketing music related products and services to them. This includes fan clubs and apps, email and mobile lists, and consumer profiles.

Latido & Mitu Networks: we should be industry leaders in understanding our audience demographics, psychographics, and consumption and purchase behavior.

We should be building direct to consumer connections through push notifications, email and mobile.

Commerce & YogaWorks: we should have a strong grasp of customer and sales channel segmentation by LTV and CAC and know where to spend our advertising resources. We should grow our D2C capabilities over email and mobile and a true multi-platform app with push notifications. We should be using single sign on from major platforms like Google, Amazon and Facebook.

I am challenging our Data and Insights team to think from a place of abundance and build out a group wide shared service. Manage what is urgent now but don't lose sight of what is important in the long term. Help our operating businesses build scalable data structures from which we can gain quick and cost-effective insights. Dream big and ask for resources as needed.

Eric Schmidt, the former Chairman of Google once said: “When you see a product or business hockey stick, pour more gasoline on the fire.” That is a phrase that means when you see exponential growth, double down. If each individual business in our portfolio can show us the ‘hockey stick’ we will pour more gasoline on the fire. In order to do so we need to be able to spend the resources efficiently and that's where being customer lead generation experts comes in.

*Jason Peterson*



**JASON  
PETERSON**  
CEO & CHAIRMAN OF GODIGITAL MEDIA GROUP

# BUILDING A BETTER FOUNDATION

“ I would like to focus on 2 essential elements of our foundation ”

## PEOPLE PROCESSES

Our people are the cornerstone of everything we do and achieve across GoDigital Media Group. Our growth, both organically and inorganically through acquisition, pulls and stretches our people processes, but in entirely good and healthy ways.

We are doing the work now to build stronger “people operations” foundations. Abdiel (Ab) Maldonado just joined our team as Worldwide Human Resources Director. He brings significant HR education and experience to the table, along with the can-do spirit that comes from over a decade of service as a United States Marine (yes, we brought in the Marines). Abdiel will work closely with Claudia, Helena, Pavel, Nilanga and the entire GDMG family to make people operations a (or maybe “the”) top-performing function within the company.

In addition to Ab’s arrival, we are retooling our approach to performance reviews in time for this summer’s mid-term review period. We are incorporating positive and negative feedback from our end-of-year review process to build something better in partnership with Dr. Larry Kuhn from Prepare to Change, Inc. Earlier this month we rolled out new computer and home productivity policies across the Americas.



I would like to make special mention of the MITÚ Leadership team, who took the initiative to propose a number of policies for improving the effectiveness of paid time off as a way to truly restore and strengthen their teams. The mitú team was engaged, positive, and constructive – and in the process helped make GDMG’s people operations strong.

## LEAD GENERATION

Another foundational item of our business is Lead Generation. Our success depends on our ability to not only grow our audiences, but to convert engagement to sales. Whether this is attracting new brands and agencies for paid advertising campaigns, driving higher stream counts for our artists and label partners on major music services, directing visitors to our commerce shops, or capturing new subscribers for yoga – lead generation is what ultimately fuels all of the fun and interesting creative work we want to be part of within GDMG.

Because Lead Generation is a central thread across every GDMG business, we will be focusing on this topic over the



## DOUG REINART

COO AMERICAS GODIGITAL MEDIA GROUP



next quarter. I am pleased to announce the hiring of **Cate Rubenstein** as Senior Vice President, Global Marketing for YogaWorks. Cate brings considerable marketing experience at Ipsos, Sony Pictures Entertainment, 20th Century Fox, and Fox Interactive. Her focus will be on growing the YogaWorks brand, but she will also be

a key contributor to Lead Generation ideation. We will form a Lead Generation Functional Team comprised of representatives from each business area to exchange knowledge and best practices to directly benefit each business unit.



# MENTORING 101

“ Not everyone seeks to lead,  
but all employees are expected to be  
resilient and intentional about growth. ”

**GDMG wants employees to pursue excellence in their jobs by taking the necessary steps to work in their zone of creativity. Jason believes that you can get more done in 3 hours of creative flow than 8 hours of reluctant compliance. Enter “Dr. Larry” and our AspireVue initiative to be initiated this summer. The program is about mentoring employees while also developing leaders.**

All employees will have access to GDMG AspireVue Community, enabling them to give and receive performance feedback, set goals, participate in topical groups (private, public), and have access to purchase Development Reflect (individual assessments and coaching) on their own dime. Workplace Performance and Development Reflect will likely be provisioned for all supervisors GDMG has the option to also underwrite the cost of basic assessment and coaching support. Finally, Insight 3D (Deep Dive Development) may be underwritten by GDMG to support identified high potentials, enabling reputation feedback from others across development arenas, supplemented by assessment and more in-depth coaching.



# “DR. LARRY” KUHN ON ASPIREVIEW

Last year, Dr. Larry collaborated with Doug Reinart (COO) to launch the Pilot 10 project, a sponsored beta-test of the AspireVue Workplace Performance and Development modules. Ten mid-level managers participated in a performance 360 process and several also received assessment and coaching. Feedback from this initiative, along with experiences from the most recent performance review process, set the stage to design and launch AspireVue Workplace Community across the company this year.

**“We want to make this development path as simple as possible,”**

says Dr. Kuhn. “Doug Reinart will implement and manage. It is evidence of GDMG’s commitment to prioritize growth, competence, and flourishing. As the company grows, this initiative is part of an overall strategy for 2021 to prioritize people growth. It is paired with an increased emphasis on GoDigital University, mentoring, and leader coaching for those

who demonstrate leadership potential. In sum, GDMG encourages employees who prioritize and pursue agendas of physical and mental health, not becoming sedentary, but always moving and improving.”

Various training modules, including Workplace Community, Performance, Development Reflect, Development Insight 3D, Mentoring, Alignment, and Talent Acquisition) can be assigned to individuals, based on their roles and needs.

Says Dr. Larry, **“Not everyone seeks to lead, but all employees are expected to be resilient and intentional about growth.”**

AspireVue seeks to develop leader competence and help employees and supervisors create pathways for career advancement as the company grows.

# ABDIEL MALDONADO TALKS H.R.

## 1. WHAT ARE YOUR PRIORITIES FOR YOUR FIRST 6 MONTHS AS WORLDWIDE HR DIRECTOR AT GDMG?

My priorities for the first six months are as follows:

- A. To learn the business.
- B. Collaborate with Business and HR leaders to improve our onboarding process.
- C. Optimize the company's Human Resource Information System.
- D. Review the new performance review process.

## 2. WHAT DO YOU FEEL ARE GDMG'S BIGGEST PAIN POINTS HR WISE?

I wouldn't say pain points. HR's biggest challenge is more of a bi-product of growth. As a company, we have been very fortunate to experience rapid growth over the past few years and are positioned to continue to grow! We also have a team of leaders who are amazing.

## 3. WHAT CULTURE ARE WE TRYING TO CREATE? SOMETHING UNIFIED OR LOTS OF AUTONOMY FOR EACH BUSINESS UNIT?

Yes. Ideally we are trying to build an aligned and unified

business group which offers business units with the autonomy and resources they need to win in the marketplace.

## 4. WHAT IS YOUR FAVORITE THING ABOUT WORKING YOUR HR ROLE?

Working in HR in general, the number one thing I love about my job is that no two days are the same. It keeps things interesting.



**ABDIEL MALDONADO**

WORLDWIDE DIRECTOR OF HUMAN RESOURCES  
GODIGITAL MEDIA GROUP



# CINQ-D UP A MARKETING UPDATE FROM DIANA SCHWEINBECK



**DIANA SCHWEINBECK**

WORLDWIDE DIRECTOR  
OF HUMAN RESOURCES  
GODIGITAL MEDIA GROUP

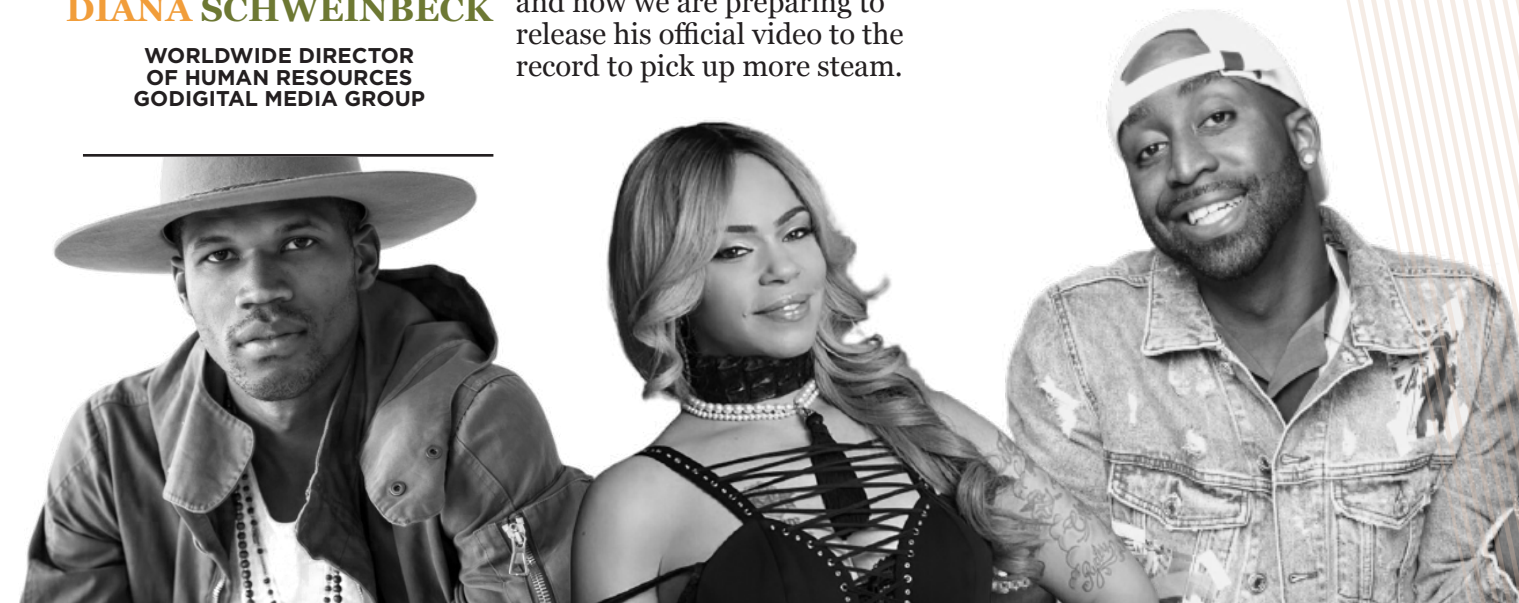
We have had some great success for our general market releases so far in 2021. Starting with cover placements, we were able to secure these for Sy Ari Da Kid, Jimi Cravity and Faith Evans. This shows us that the DSPs are really paying attention to our upcoming releases and are showing the support we deserve.

Jimi Cravity had a great success story with his latest single, "Lord & Christ", which landed him his first Spotify editorial playlist cover and a spot on the Top Christian playlist. Jimi was at around 6,000 monthly listeners on Spotify before this release and is now over 100,000.

Quincy dropped his latest single with us titled, "Esc.", which landed him placements on each platform. This was his most successful release thus far and now we are preparing to release his official video to the record to pick up more steam.

Faith Evans was an honor to put out and she was supported heavily on every platform as well. Her team was very happy with the results and because of this, they are continuing to bring us major releases including Kurupt and Wiz Khalifa which drops Friday 4/2/2021. We are very happy with the results of each release and are going to continue to push these stand out releases and secure more placements.

We pride ourselves in quality over quantity and we believe the programmers at the DSPs notice that as well. Our goal is to become a competitor in the general market space and we are well on our way with the relationships that are being built by each release.



# WELCOME NEW HIRES

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**Abdiel M Maldonado**

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Worldwide Director, Human Resources

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**Aliaksandr Tsishyn**

---

Middle Software Engineer

---

**Amal Lamahewa**

---

Optimization Specialist

---

**Andrés R Giraldo Galindo**

---

Marketing Intern

---

**Astrid Natalia Nieto Rivera**

---

Ad Trafficker

---

**Ben Floss**

---

Post Production Coordinator

---

**Caitlyn C Johnson**

---

Executive Assistant

---

**Camila A Sanchez Diaz**

---

Junior Data Analyst

---

**Cate Rubenstein**

---

SVP of Global Marketing

---

**Cindy Laura Muñoz Moyano**

---

Customer Service Representative

---

**Daniel Cabarcas Velandia**

---

Treasury Analyst

---

**Daniil Ivanov**

---

Helpdesk & Support Professional

---

**David Betancour Guevara**

---

Junior Graphic Designer

---

**Diego Andres Rozo Nepta**

---

Ad Trafficker

---

**Dzianis Prakharenka**

---

Junior Front End Engineer

---

**Himanga Ranaweera**

---

Senior Accountant

---

**Hirudya Kumarage**

---

Junior Staff Accountant

---

**Illia Sakharau**

---

Junior UI/UX Designer

---

**Juan Pablo Piedrahita Mancipe**

---

A&R Admin Junior

---

**Laura Di Lorenzo Rodriguez**

---

Creative Producer

---

**Lisa A Polanksi**

---

Studio and Customer Service Manager

---

**Liubou Ladzik**

---

Middle QA Engineer

---

**Luciana Villalba**

---

Executive Director, Latido Networks

---

**Nady Zaretskaya**

---

Junior Animation QA Engineer

---

**Nalin Rupasinghe**

---

Senior Associate

---

**Pavel Stefanyuk**

---

Middle Software Engineer

---

**Pavithra Jayawardhana**

---

Senior Accountant

---

**Ricardo A Vargas Escovar**

---

Animator Senior

---

**Scott Moskowitz**

---

Corporate Controller

---

**Senali Sanjula**

---

Senior Accountant

---

**Siarhei Tarbenka**

---

Junior QA Engineer

---

**Teshan Perara**

---

Junior Motion Graphics Editor

---

**Yauheni Labuka**

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Report and Documentation Manager

# MITÚ CONTENT CRAZY!

## Q&A WITH ERICK VARILLAS, HEAD OF PRODUCTION FOR MITU

### WHAT ARE WE WORKING ON?

There are lots of inspiring and exciting projects underway in the world of production! We recently launched slate 1 of mitútv originals, which included new episodes of some of our fan favorites, such as: on paper, best of the best, cholos try and so much more! Development is currently underway for slate 2. While slate 1 saw the return of viral hits like, on paper, latinos talk and cholos try, slate 2 will focus on developing a host of new and binge-worthy programming, in the realm of comedy, docu, finance, beauty, and lifestyle.

On the branded side, we successfully kicked-off the year with a heartfelt campaign for the cw's superman & lois television series. In addition, we launched two campaigns for sephora, targeting skincare and fragrance, which are a part of a year-long deal in the coveted beauty space. On the horizon, we have yet another year-long, multi-series partnership with State Farm; set to begin production early in the spring, and planning to premiere later this summer.

Outside of our long-form originals, there is an ever-growing robust stream of short form series currently in the works and meant to engage and inspire our audience in the ephemeral space. Titles include: vybs, women crush Wednesday, and mitúcares, to name a few.

### WHAT ARE SOME OF THE CHALLENGES FROM CLIENTS?

Similar to the growing pains felt in learning to work remotely within our own teams, these challenges have also been present within our external collaborations with clients. the most notable impact has been felt in the categories of communication, pricing, and execution. Although an extraordinary level of bandwidth has been required, doubling down on over communication, creative contingencies, and extreme adaptability have proven paramount in meeting these challenges head-on.

### WHAT ARE WE LOOKING FOR IN THE RETURN TO A (NEW) STUDIO SPACE?

As Los Angeles begins to reopen, we find ourselves in search of a multi-functional studio space to meet the needs of our nimble, yet multi-talented team. With slate 2 top of mind, our search is primed to meet our mitútv goals, by identifying a space that offers the potential for a living-breathing production ecosystem from development, through to production, and ultimately post, our goal is to create a one-stop shop for mitútv and our branded production efforts, while ultimately providing a space for our team to call HQ.



**ERICK VARILLAS**

MITU HEAD OF PRODUCTION



OPPOSITE PAGE - STILLS FROM THE MOST RECENT SLATE OF PRODUCTIONS ACROSS MITÚ BRANDED AND ORIGINALS, INCLUDING SERIES LIKE JEFAS, STORIES OF US, BEST OF THE BEST, CHOLOS TRY, TABOO, AND PONTE LAS PILAS.





# KEEPING US SAFE

INTERNET SECURITY NEEDS TO BE PRACTICED DAILY



**MANFRED VAN URSEL**

CTO GODIGITAL MEDIA GROUP



Security breaches can destroy millions of dollars in assets and ruin customer relationships; The very existence of our business depends on keeping our accounts secure. We've had a few incidents and close calls in recent months so I want to make sure you understand how you can keep yourself and our company safe and what we expect from you:

## SECURITY

1. If you find or suspect a security problem, immediately contact: [infosec@godigitalmg.com](mailto:infosec@godigitalmg.com)  
Do not hesitate!
2. You must use unique and secure passwords for all work related accounts. Do not re-use passwords!
3. You must keep all your work related username/passwords in Keeper. Never put passwords in docs/sheets or email. Watching the Keeper Training video is mandatory, you can find it here: <https://gdmg.box.com/s/fviaf7sq538l1vrzck-5f435l9728qs08>
4. Two Factor Authentication must be enabled on all services that support it, including your corporate email account. Here is a handy link to set up 2FA for your corporate email: <https://myaccount.google.com/signinoptions/two-step-verification/enroll-welcome>

5. You are personally responsible for the security and integrity of all accounts that are shared with you as well as your own. If you do not need access to an account shared with you, contact the account owner or mail [infosec@godigitalmg.com](mailto:infosec@godigitalmg.com) to remove your access.

Not following these 5 simple rules may result in termination of your employment at GDMG.

## NINJIO SECURITY TRAINING

You will receive the 4 basic episodes in the first 4 weeks and then one 4 minute episode each month. We ask that when you receive the email notification that you've been enrolled in an episode, that you watch the episode within 72 hours of the notification. NINJIO has a points system that will be incorporated in your performance review. Please know the following:

1. If you watch the episode within 24 hours of getting the email announcement that the video is available to watch, you will receive 2 points.
2. If you watch the episode within 72 hours of getting the email announcement that the video is available to watch, you will receive 1 point.
3. If you watch the episode after 72 hours, you won't receive any points, but you will still be in compliance as our reporting will show that you've completed the episode.

NINJIO also has a points system based on answering the quiz correctly in the least number of tries:

1. If you answer the quiz

correctly on the first try, you get 3 points.

2. If you answer the quiz correctly on the second try, you get 2 points.

3. If you answer the quiz correctly on the third try, you get 1 point.

4. After the third try, no points will be awarded, but you still must answer the quiz correctly to receive your completion credit.

Your Keeper Security and Ninjio scores affect your compensation

Corporate Security is important and incidents can be devastating; Your Keeper Security and NINJIO scores are part of your performance reviews and directly affect your compensation to underline the importance of security to our organization.

Inform your manager if you do not have a Keeper Security account or you do not get the Ninjio security videos to ensure you can get the maximum score for your next performance review.

## YUBIKEY HARDWARE SECURITY KEYS

GDMG has adopted YubiKey 5 NFC keys for cryptographically secure 2 factor authentication. The keys have already been rolled out to users with a high risk assessment score (employees with access to financial data etc).

YubiKey hardware security keys are the most secure method of 2 factor authentication,

even more secure than RSA keyfobs (because you can still be tricked to enter that RSA code into a fake website). One of the largest YubiKey customers is Google. As you can imagine, Google is subject to very complicated attacks and the rollout of these keys to most of their employees has helped eliminate employee account takeovers.

[https://media.yubico.com/media/catalog/product/5/n/5n-fc\\_hero\\_2021.png](https://media.yubico.com/media/catalog/product/5/n/5n-fc_hero_2021.png)

We are slowly rolling these keys out to everyone in the organization. You will receive an email with instructions and more information when a key is shipped to you. Most importantly: When you receive your key you should set up all compatible services to use this key for 2FA and remove your phone or authenticator app.

If you would like more background information on these keys, you can watch this YouTube video: <https://www.youtube.com/watch?v=NED-eL3Q4WvI>



# NEW MOVES AT



## CATE RUBENSTEIN

SVP OF GLOBAL MARKETING

### SO, WHAT DO YOU WANT TO ACHIEVE AS OUR NEW SENIOR VP OF WORLDWIDE MARKETING FOR YOGAWORKS?

Working with Matt's Schectman, (YogaWorks President) initiatives I think my charge is more working with all these to refine the brand positioning, re-engage with the community of students, yogis and

teachers, ramp up our social/digital presence, strongly incorporate D/I into all our endeavors, increase acquisitions and identify brand partnerships (so B2C as well as B2B) across GDMG and external. We're also going to be expanding into new markets Internationally, so I'm quite interested in that.

We're very focused on rebranding and repositioning, and ensuring we maintain the authenticity of the message our students know and love, and preserve our unique history that led to us becoming the gold standard of yoga training and teaching in the US. (careful around that point though for press- we do NOT want to be perceived necessarily as "huge in america" for a lot of markets that disdain us, but rather "already a recognized international gold standard.")

### YOU DID SOME PSYCHOLOGY STUDIES IN COLLEGE, HOW DOES THAT INFLUENCE YOUR APPROACH TO MARKETING?

My studies influence all that I do, every day. My graduate focus was multicultural clinical psychology, working primarily with underserved populations who often got overlooked by the system. I also attended grad

school in a "sick building," which gave me an appreciation for wellness! But undergrad was Philosophy and English Lit.. so really from the start, it's been stories and how people think about and interact with their own lives that draws me.

### YOU'VE WORKED AT FOX, SONY, IPSOS.... SOME BIG ORGS, ON SOME AMBITIOUS WORLDWIDE OUTREACH. WHAT INSIGHTS HAVE YOU GARNERED?

I think Ipsos helped me really understand a couple challenging markets better by immersing in them (for ex, China and Russia), meeting leadership there from Fortune 500 brands, and seeing firsthand how business cultures operate, and what the challenges were there for GTM ploys. I kind of "grew up" professionally at Fox, and worked in several divisions there before going to Sony Pictures - and working on the International side of the biz in strategic and creative digital theatrical marketing roles across 80+ markets gave me an enhanced appreciation for nuance in communication, and how people from different cultures find and create meaning. (Meaning, from a studio perspective, being able to effectively create bespoke digital marketing campaigns that resonated locally, as the way we might market in the US does not always translate.)

### WHY DID YOU WANT TO JOIN YOGAWORKS?

I joined the company for so many reasons. First, for the purpose of streaming wars entry... the bulk of my career has been digital content

(Myspace, Fox Interactive, 20th Century Fox, Sony Pictures, etc), so as a longtime yogi personally, who in fact took her first ever yoga class at a YW studio... I was extremely excited about the YW brand. I know and love entering the digital space, and only more so to learn we're expanding internationally.

### HOW BIG ONLINE CAN YOGAWORKS GET?

Sky's the limit, yoga is global. We'll probably expand more into english speaking markets first, but also as a former expat, I've attended yoga classes all over europe in whatever language, and not felt out of it because the basic yoga terms are the same in any language.



## MATT SCHECTMAN

YOGAWORKS PRESIDENT



# YOGAWORKS PRESIDENT MATT SCHECTMAN LAYS OUT NEW STRATEGY FOR 2021

## PRODUCT

### KEY FOCUS

Replace our live stream video conferencing technology to deliver vastly superior UX and capture more detailed data.

### Additional items

- 1 Frequent minor feature releases to continuously improve experience for current members.
- 2 Scope out build and launch of additional applications, such as mobile and OTT apps.

## MARKETING

### KEY FOCUS

Complete pricing analysis and initiate plan to reduce price.

### Additional items

- 1 Onboard new VP of Marketing, Social Media Manager.
- 2 Launch additional marketing

channels (affiliate, referral programs).

- 3 Better leverage our organic reach to drive new units.

## PROGRAMMING

### KEY FOCUS

Right size our live stream offering by reducing number of live classes held each day and reduce number of teachers on schedule.

### Additional Items

- 1 Improve A/V quality of teachers.
- 2 Explore use of production studios and better equipment for higher quality delivery.

- 3 Refocus on on-demand content.

# HOW THREE LATAMERS SPEND THEIR DAY



**ALEJANDRO TORRES FLOREZ**  
HEAD OF ART AND TRAFFIC LATAM,  
VIDAPRIMO & CINQ MUSIC

A perfect day starts with a good cup of coffee and music. Is very important for me to listen to nice music while I work and check my email to see the new requests of the day first.

I have to distribute the new tasks and check what adjustments there are for the client, and also, I give the direction of the projects that are in progress at the moment.

I have calls with the designers and with different people on the team to review each client's projects.

I check if I have meetings scheduled in the day and I organize myself to manage my times in the best way. I like to look at design references and see what's going on in between.

While we continue to work at home due to the pandemic, for me it is necessary to go out at least once a day otherwise I go crazy, at least as an active pause. I usually end the day checking what is still to be delivered for the day while I have a good Coke with ice and see what I can anticipate for the next day.



**HUGO MORENO**  
YOUTUBE PROGRAM MANAGER LATAM,  
AMERICAS FOR VIDAPRIMO & CINQ MUSIC

A normal day for me starts at 7 in the morning. The first thing I do is check Slack and prioritize what I have pending.

While I take a cup of coffee, I check my emails and check what I have on my agenda for the day. An important part for me is to pay attention to the small details, so I go daily to review all the videos of the CMS and check their monetization.

I usually talk to my team and we split up to attack the priorities of the day.

During the week I meet with the teams from Colombia, United States and Sri Lanka. I work with the A&Rs and Marketing teams to give them important news about YouTube, pitch their launches, and get in touch with our representatives on the platform if we going to make any extra action.

Before ending the week, I like to review the internal documents that we have created to have control over the communication flows and we are always, my team and the entire organization, on the same page.



**IDALY MOLINA**  
LATIN MARKETING MANAGER, CINQ MUSIC

I would like to start by explaining a little about my work. I am a salesperson. My business days are far from a daily routine since there is always a problem, a challenge, and thousands of subtasks to solve. One of the tools I use in my day is Asana, free and very easy to make lists of tasks, something essential.

My days pass between meetings: with the DSP's explaining the catalog, new launches, marketing plans and discussing possibilities. \*\*By the way, a DSP is a streaming service\*\*. In my case I focus on the promotion of audio and in certain projects to work in conjunction with the video area, to generate opportunities.

Another important issue on the agenda is being in constant communication with the A&Rs, knowing about their releases, future plans, problems and even working hand in hand with key clients, everything to make the best marketing plan possible for each project.

Likewise, I would say that part of the success of my position is teamwork, so I work hand in hand with each of the teams that surround Cinq: with content for Social Media, Press, Influencers etc... With the new business team, I review the possible Marketing proposals and likewise with the Ads team I review the performance of the campaigns as well as the remaining scopes. With the video team, as I mentioned, we coordinate joint actions for the editorial part, with the design team proposals for Marketing launches together, with the admin team and even with the finance and operations and ingestion team sometimes we have to talk when there are bills to pay or a launch with data errors, etc.

I forgot something important: I get a lot of support from my marketing coordinator who helps me with the reports, capturing the recap of witnesses and results, so that later I can work on the RIAA certifications.

Another of my main activities is to be aware of everything that happens in the regional - urban scene so I spend a couple of hours on social networks, checking who will launch releases that week, which is becoming a hit, plus read an hour to the day magazines and pages to learn about Marketing news, which are very useful for me when it comes to generating a Marketing plan, which I coordinate with each of the areas for its realization.

# HOW CINQ, ADSHARE & VIDAPRIMO ARE BRINGING NEXT-GEN LATIN ARTISTS TO THE WORLD

Last year, Latin artists such as Bad Bunny, J Balvin, Karol G, Natti Natasha, Anuel, Lido Pimienta, among others blew everyone away. They did it without concessions to English, with critical acclaim and without falling from number 1 on streaming platforms.

Adshare, Cinq Music and VidaPrimo have been part of the catalyst of this change. For almost 10 years with our constant work, a committed team, we are part of the foundations that have generated that this new ecosystem in the music industry, conquering markets and spaces that seemed impossible at times in the past.

Pioneers in betting on being the facilitators of monetization and access to digital platforms to sounds such as reggaeton or dembow in Spanish.

Our business model is based on the fact that by making use of new technologies and ways of exposing content to the world, we continue to have a balance between the human factor, good music and data, to give space to the new sounds of the region.

Our mission continues to be that partner that allows independents to remain

independent and generate, without any restrictions in their creative area, trends that change the game of the music industry as it has been known for the last 60 years.

In this industry and digital world, where every time data and figures sometimes make us forget that the important thing is quality content that comes from a quality company with quality artists and creators ... creative and human quality.

We are that mix between the good use of digital platforms and tools, between the personalized "boutique" service, joining us in a clear, transparent and honest way, to be part of the label, artist or creator team. "We are your partner, your partner, your team."

Now with more experience, a more complete, multicultural, multi-ethnic, professional team and with the conviction that we are an important force in the region, we are ready to support the new wave of genres and artists that compose and express themselves in Spanish, who are Latinos, Latimex, without fear of exploring and mixing genres, cultures and sounds in their creations.

Our A&R team, at the forefront, early signed labels, producers and artists of this new generation, this is how in our current roster we present to the DSPs and to the world genres such as Guaracha, Corridos Tumbados, Corridos Verdes, Corridos con Trap, Sierreño "the new wave", Colombian Regional, among other rhythms that we are sure in no more than 2 years will be part of the new global trends and that today you can see some of their representatives on the cover of our newsletter.



**PAOLA COLMENARES**  
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