

# NEW



APRIL 2018



*Natti Natasha*

Pina Records

CINQ

VIDAPRIMO

AdSHARE

contentbridge



Master P

*In February, Music Business Worldwide interviewed Master P about the history of No Limit, the growth of hip-hop in the streaming age, and his strategy for Cinq...*

**What are your motivations for getting back into braking HIP-HOP talent?**

At No Limit, we were able to sell 100m records independently. Now we're in the independent game again.

Independent artists today can control their product, what they are doing and have an amazing career.

There are artists who are breaking right now that the major companies have never even heard of because of the internet and social media. We want to find that talent and bring it to the world.

**What do you look for in artists?**

Hard work, talent, uniqueness. I look for belief – what are you willing to sacrifice to get out there, are you willing to give it your all?

I'm out there looking for hit records – diamonds in the rough. You can make music but you're not in the music

**“What are you willing to sacrifice to get out there, are you willing to give it your all?”**

business until you create a hit record.

**What do you make of the current mainstream HIP-HOP scene?**

[The industry] is only making singles right now. We [at Cinq] want to take it back to the '90s where we made complete albums. I think that's what fans are missing.

If we release four or five

# Master P Discusses New Era With Cinq

singles instead of one, an artist is going to be able to get more tours and the fanbase is going to be stronger because people will know more than one song. We're going to give you more bang for your buck.

**Going back to your history and lessons learned in the music business, is it true that no limit filed for bankruptcy and you sold the catalogue?**

We never sold the catalogue and that bankruptcy thing never was done. It was something a lawyer told us we needed to do but they never actually went through with it.

**What were the reasons behind the lawyer making that suggestion?**

Whatever needed to be done for business was done and we moved on. We know how to make music, money, records, and we've done thousands of things since then and created hundreds of businesses. The fact that we've been around for 20 years means we know what we're doing.

**Do you have plans to further exploit the no limit catalogue?**

We are still looking at doing something else with No Limit and all the product that we have, but Cinq is a new era and that's what we're focusing on.

**Who do you most respect in today's music business?**

Anybody that's successful. If it makes dollars then it makes sense. If you build a career you are going to outweigh the rapper that thinks he is the best rapper.

**What would you change about the music industry and why?**

I would show people how to make this a business and not just get caught up in wanting to be famous.

Everybody wants to be famous until they get the fame and realise they haven't been taking care of their business; by then it's too late because they signed a bad deal and there's no looking back.

Get your business together because talent doesn't last forever. Ask yourself: what kind of brand are you building?

**No limit created a trusted brand with its themed album covers and collaborations between artists on the roster. How will you emulate that kind of culture at Cinq?**

There's two ways we're looking at this. We want to build the brand to where we are able to promote artists together [simultaneously], which nobody is doing right now.

And we want to find global talent.

We're going to think outside the box and create careers through other brands and products and reality TV, movies and sponsorship packages, like tying artists with a Sprint or AT&T.

A lot of the majors are waiting around. We are saying that if we believe in something, let's go to urban radio and break it.

**But how are you going to compete at urban radio with the majors?**

I'm going to break acts through Pandora and Spotify playlists first, which is where radio is being programmed through now.

We'll take artists on the social internet direction first, so that when we go to radio we have something that's already successful. Everyone wants to be a part of something that's already successful.

**Final question... Do you share in the mass optimism about the future of the music business?**

That's why I'm holding on to everything I have from the past and I'm creating new music to be a part of it. That will be the payoff.



“One GoDigital  
Team Working  
Together”

*Dear Team,*

*In the last newsletter we put forth the idea of a “OneGoDigital” team working together. In years past at our conferences you may have also heard or seen our Chief Operating Officer Jay Winship talk about our culture as a cross between that of a pirate ship and a military unit. We are agile, innovative, and scrappy doing more with less like pirates, but we are organized, disciplined, and leave no man or woman behind like a military unit.*

## Jason Peterson Letter

We take pride in hiring only ‘A’ players and aligning, activating, and enabling them to achieve their goals and ours. Sometimes life throws us curve balls. While we remain empathetic and hopeful for the greatest outcome, sometimes it becomes nearly impossible for one to perform at work as an ‘A’ player.

Stress literally kills. In addition to causing significant general impacts on health, including impaired immune function, adrenal issues, reduced metabolism and other physical maladies, it creates the kind of fatigue that causes a lack of mental clarity, the inability to be creative, to synthesize information and make good decisions. Everyone goes through hard times, and like a professional sports team we value our players and seek to provide them the best rehabilitation when they get injured. However, if the player cannot return to the court and play ball after a reasonable period of time we can’t continue to field a championship team missing a key player in a key position.

Preventative medicine is a lot more effective than acute care once you’re injured. Take care of yourself. Be proactive instead of reactive. Create balance. Find activities and techniques that manage your stress and create a sense of

well-being. Physical, cognitive and emotional well-being are all connected. They all reinforce each other. If you find yourself in repeated patterns in life with negative outcomes, failed relationships, an unhealthy relationship to money, power, food, substance abuse, depression, anxiety or any other challenge, know you can beat any negative condition and live in a happy, healthy, and meaningful state.

**“Take care of yourself.  
Be proactive instead of  
reactive. Create balance.”**

We are all members of a dynamic high-performance team. We are spread around the world and we cover many bases. We wear multiple hats. It’s very easy for us to get lost in our work and find the easiest path to coping with stress, including the escape of drinking or smoking, compartmentalization and tabling things for later. We feel initially that we achieve victory by not letting personal needs interfere with our work accomplishments. Let me be crystal clear: achieving work goals at the expense of our personal welfare DOES NOT equate to victory.

If you find yourself facing personal difficulties, please don’t hesitate to share them with your manager. If you

are a manager please don’t hesitate to escalate your team member’s needs to upper management. We don’t share anything you don’t want us to share. You are our all-star team members and we want you to be healthy and we want to win championships together. We will do our best to support you in your time of need. We will not leave you behind.

That said, do the preventative care to ensure it doesn’t become an acute problem because, by analogy, once you’ve blown out your knee you may not be able to play professional basketball anymore. I have provided a list attached to read more about how I have learned to handle my personal challenges and be the best version of myself I can be.

Best Regards,





How Our Network  
Garners **1 Billion Views**  
Per Month Across the *US* and *LATAM*

Single Criminal 1.2 Billion  
**Natti Natasha**

## The Multi-Platform Network That is VidaPrimo

VidaPrimo.com - Our internet website garners hundreds of thousands of unique visitors per month. Our website champions Latin Music and its artists.

Vevo - Latin Music video network VidaPrimo distributes its library of videos on Vevo. As part of the partnership, VidaPrimo is tasked with managing new Vevo playlists dedicated to the increasingly influential Reggaeton and Latin Trap genres. VidaPrimo

said its videos will be distributed across Vevo's desktop and mobile platforms, as well as gaming consoles and smart TVs.

Xumo - VidaPrimo, the premier Latin music video network, partnered with live and on-demand over-the-top (OTT) service XUMO to launch the first Latin music video channel available on the platform. The new channel is now available direct to consumers through smart TV, mobile and

other streaming devices. The VidaPrimo channel on XUMO (channel 288) features content from its library of over 8,000 music videos as well as its original programs. It is featured in XUMO's new music vertical, and expands the company's channel offerings to Spanish speaking audiences.

Roku and Amazon Fire - VidaPrimo distributes its vast library of music-related video content onto branded channels on both Roku and Amazon

Fire, two of the world's largest digital streaming platforms. VidaPrimo took its first foray onto connected television distribution via a reciprocal agreement with Music Choice.

Music Choice - Music Choice and VidaPrimo offer a co-curated playlist highlighting Latin Music's hottest subgenre. The two music powerhouses will joined forces to bring the popular underground genre Latin Trap to TV for the first time. Until now, the popular subgenre of Latin Urban music has only been seen through viral videos, social media and concerts. It has been fueled by artists such as Messiah, Ñengo Flow, Bad Bunny, Ozuna, Anuel AA and many more.

Dailymotion - VidaPrimo distributes 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. 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 is available around the world in 18 different languages and 35 localized versions featuring local home pages and local content.

VidaPrimo Original Content - Every month VidaPrimo premieres hours of new

content, including video releases from new artists, concerts from your favorite Latin stars, exclusive interviews, in-studio sessions, and other material not available anywhere else.

*"The VidaPrimo channel on XUMO (channel 288) features content from its library of over 8,000 music videos as well as its original programs"*

# Billboard Latin Music Week's conference will examine and celebrate today's electric Latin Music industry

The Billboard Latin Music Conference and Awards 2018 will be taking over Las Vegas. And representatives from both Cinq Music and VidaPrimo will be there. For the first time in its history, Telemundo will broadcast the Billboard Latin Music Awards live from Las Vegas, NV. The show is set to air on Thursday, April 26.

In addition, the Billboard Latin Music Conference will be held in Vegas from April 23 to 25. The 2017 Billboard Latin Conference had amazing panels like "Mano a Mano" with Nicky Jam & J Balvin, Socializing Maluma and Songwriter Q&A with Residente, among many others.

Pic : Courtesy of billboard



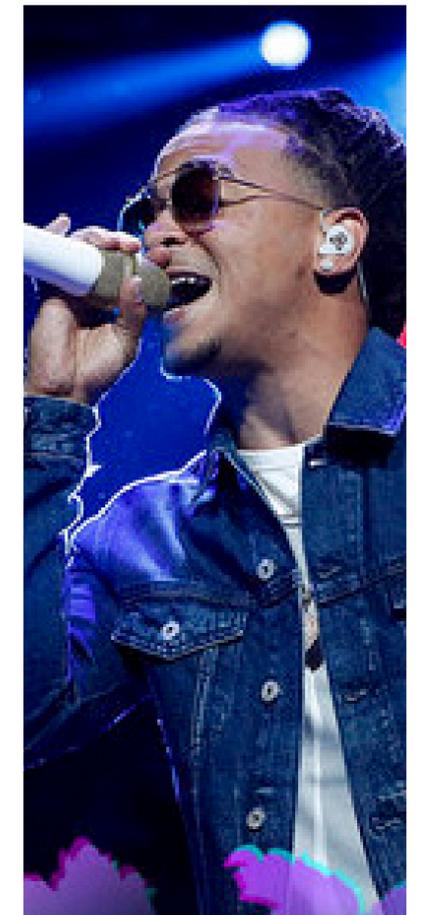
From April 23 - 26, Billboard Latin Music Week 2018 will gather music legends and today's brightest voices at The Venetian in Las Vegas, for a jam-packed week of networking.

Featuring artist chats, new music premieres, informative panels, exclusive listening sessions, explosive showcases and -- of course -- the Billboard Latin Music Awards, you won't want to miss what we've got up our sleeves. For press inquiries, lodging and sponsorships, please visit [BillboardLatinConference.com](http://BillboardLatinConference.com).

## What to look for at the Awards Show

While there are plenty of huge names on the list such as

Shakira, J Balvin and Maluma, there's also a handful of Latin newcomers receiving recognition thanks to the new artist of the year award. The category is a total big-up to Mexico this year, save for Puerto Rican trap sensation Bad Bunny. Now signed to Sony through Rancho Humilde Records, Tijuana quintet Alta Consigna finished 2017 with a No. 1 debut album on Billboard's Regional Mexican Albums chart. El Fantasma (the Ghost) emerged "king of the underground" for regional Mexican, while a young Christian Nodal delivered vintage románticas in a passionate debut album with Me Dejé Llevar. Then there's El Conejo Malo, who became the poster child for Latin trap in 2017, all without a proper debut album.



Pics : Courtesy of billboard



# Cinq Music Inks Distribution Deal With Rancho Humilde

Cinq Music has inked a worldwide distribution deal with Rancho Humilde, one of Mexican music's hottest indie record labels. The announcement was made by Rancho founder Jimmy Espinoza and Cinq co-founder Barry Daffurn.

Rancho Humilde has established a strong reputation for developing new talent, bringing "Corridos Urbanos" to the world and signing Alta Consigan, nominated for 2018 Billboard's New Artist Of The Year. Rancho artists on Pandora's Top 20 Trendsetters list include El De La Guitarra and Arsenal Efectivo.

About Cinq Music:  
Cinq Music is a technology-driven record label, music distribution, rights management company and part of the GoDigital Media Group. Cinq's repertoire includes multiple Grammy wins, dozens of RIAA certifications, numerous number one Latin Urban and Tropical Billboard singles, and was nominated for Latin Rhythm Label of The Year at the 2016 Latin Billboards. <http://www.cinqmusic.com>



# cinq

Read more about Rancho Humilde's recent news

Rancho Humilde artist Alta Consigan on Billboard New Artist of the Year

<https://www.billboard.com/articles/events/latin-awards/8210739/billboard-latin-music-awards-2018-new-artist-of-the-year-poll>

Rancho Humilde artists El De La Guitarra and Arsenal Efectivo on Pandora Top 20 trendsetters list  
<https://www.billboard.com/articles/events/latin-awards/8210739/billboard-latin-music-awards-2018-new-artist-of-the-year-poll>

Rancho Humilde artist Arsenal Efectivo on Pandora Artist to watch in 2018  
<http://blog.pandora.com/us/latin-artists-to-watch-2018/>

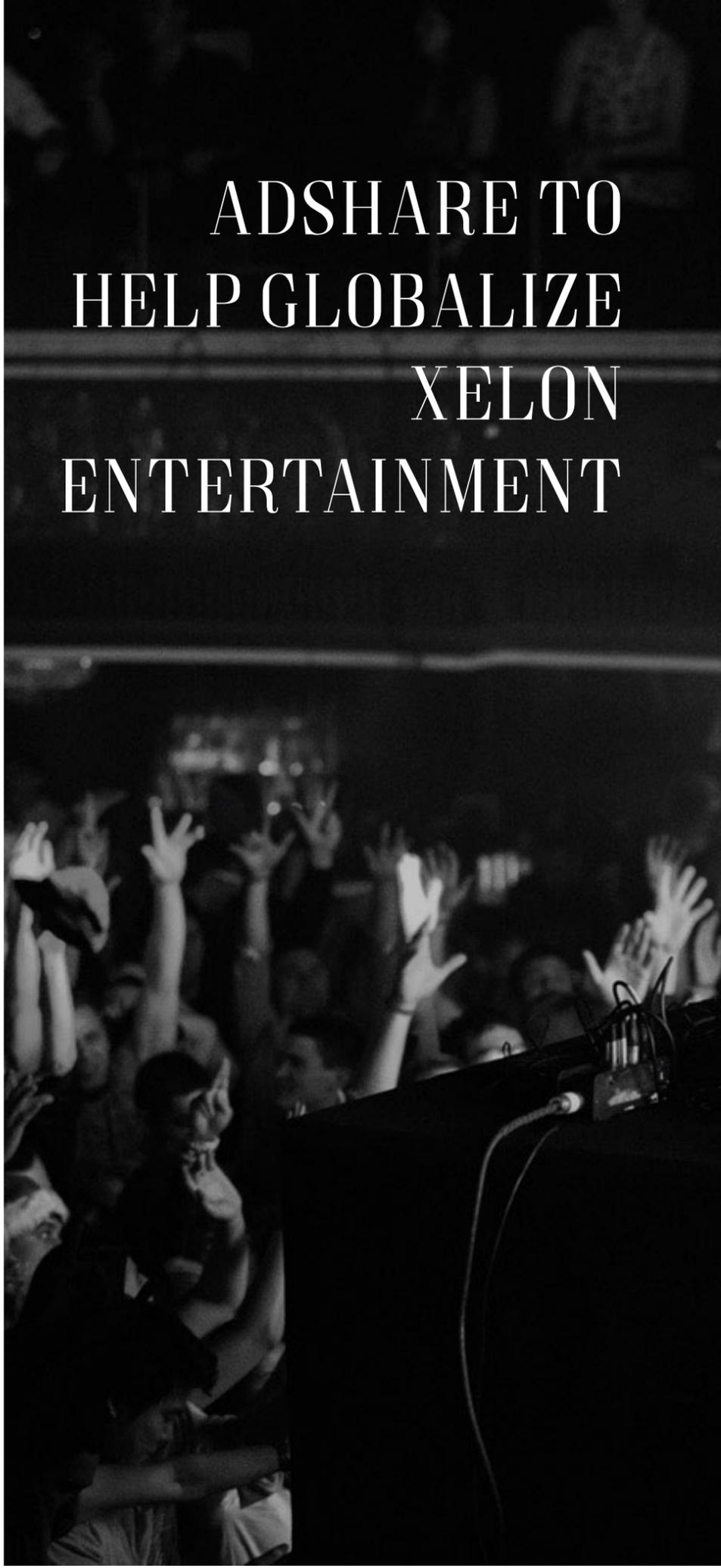


# ADSHARE TO HELP GLOBALIZE XELON ENTERTAINMENT

AdShare, the leading monetization service for music, film, television and sports rights holders, continues its international growth with the addition of Xelon Entertainment, Australia's premier digital music distributor. AdShare will help Xelon maximize its Australian music scene to the world, notably electronic dance music. This marks AdShare's first foray into both Australia and New Zealand. 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, one of the best digital music distributors to be found anywhere."

"It's about expanding our global operations," says Xelon's Marketing and Distribution Manager (N. America) Jon Lemmon, "AdShare gives us another opportunity to globalize all our artists." 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 numerous Australian artists, many of whom have worked with Xelon from the start. Headquartered in Melbourne, Xelon is known for its expertise in the dance music sphere.

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.

AdShare. Engaging fans. Monetizing brands.



## AUSTRALIA'S PREMIER DIGITAL MUSIC DISTRIBUTION COMPANY

Representing over 150 labels, both domestic and worldwide, Xelon is Australia's premier digital music distributor with a reputation for delivering a comprehensive and flexible service across Australia and New Zealand.

Since 2007, Xelon Entertainment has become invaluable to the Australian music scene. Working with clients to maximise outcomes, Xelon has overseen the growth and expansion of labels such as Sweat It Out and Onelove, who have worked with Xelon since their infancy to establish themselves as world-class record labels.

With unparalleled experience, expertise and invaluable contacts in the dance music sphere, Xelon boasts an array of distinguished clients such as Central Station Records, Neon Records, Ministry Of Sound Australia, LNG music and Bush Records, all of whom have used Xelon's services to enrich their results.

Our professional team of experts are based in the heart of Melbourne's thriving music scene and are fully equipped to provide a comprehensive range of services to suit your release, covering everything from basic distribution, video monetization, through to

marketing, digital strategy and label services.

We regularly attend international music conferences such as MIDEM, ADE, IMS as well as territory based ones such as Big Sound, EMC and Face The Music. Our staff members regularly appear on panels, and we are considered leaders in the industry.

**"Since 2007, Xelon Entertainment has become invaluable to the Australian music scene"**

## A Few Words From Paola Colmenares

"... The first quarter of 2018 has been very important for the growth and development of Vidaprimo and Cinq Music. In this season we have already begun to see the result of two years of constant work, two years of management, from design and implementation for the two companies to start operating in Latin America ...



Today we have a firm infrastructure that can respond to the needs of our customers, which differentiates us from the competitors in the market. When we started to work in Colombia, Vidaprimo was hardly an idea that we have been developing little by little. We currently have a high-level work team, consisting of a staff with more than 20 years of experience in the entertainment and music industry.

Today we are Vidaprimo, we are LATINOS DE CORAZÓN, we have Cinq Music Latino and we speak in Spanish, this has allowed us to show the client and the industry that they can count on a new and close company; with the added value of presenting different, concrete and solid proposals. We have become an important component in the Latin American music industry and the world.

We operate everything from Bogotá, and from here we start the next phase that is the expansion of territories.

Thanks to the hard work of a great team; the A&R's, the Content Manager and the marketing manager we have recovered our clients and artists, we have convinced them that we are a renewed company that speaks the same language, which has allowed us to approach their real needs. We have also achieved outstanding visibility; we have had presence in markets and high level music events; as sponsors and managers in the BOMM, Bogotá Music Market and in the Latin Billboard, now we are going to start

being a presence as Vidaprimo and Cinq with our catalogs and artists in the national and international markets ... we have gone from being distributors to being a label, we have our own content to present and show."

## Vidaprimo Partnews With Kapital Music

After 6 months of conversations in Latin America, Colombia closes negotiations with KAPITAL MUSIC, becoming a partner of Cinq Music and Vidaprimo as of April of this year. Today we are Co-owners of 50% of the most important ASSETS in the Kapital Music catalog.



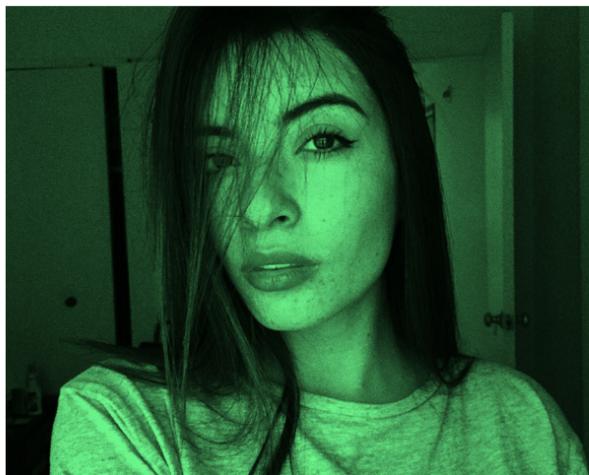
# The Company Grows And New Talents Enter To Form Part Of The VidaPrimo And Cinq Music Team



**Felipe Bustos** Operations/Designer

Multimedia Engineer where I learned about graphic design, 3D animation, modeling, special effects and photo retouching. When I finished my studies I made a multimedia project, which was an Interactive Installation with audiovisuals and music. With some friends we created a collective where we carry out multimedia projects, which include, web pages, videos, 3D modeling, apps, etc. I also Studied Professional Photography and developed several photographic proposals in Bogota and Chile.

I appreciate the opportunity to work for Vidaprimo, improve my performance in the different digital arts, grow as a professional, and do my best job in the company.



**Gabriela Rodriguez** Designer

I am a graphic designer, lover of art, technology and music, I am connected all the time with the new things that the world brings us day by day. I have worked in image design for bands, advertising for an independent radio station and other small companies. I am willing to learn, polish my work and support everyone who needs it.

My goal is to leave part of my essence to wherever I go, always take the best from all sides and always improve the flaws I find. I like sports, to travel and gastronomy.



**Juan Manuel Castañeda** Ejecutivo De Cuenta

Juan Manuel has more than 18 years of experience in media. He worked on the television channels of Casa Editorial El Tiempo (City TV and El Tiempo TV). He led various areas (financial, marketing, content, product and sales), developing important business alliances, generating new business and building brand awareness.

Juan Manuel worked more than 2 years at CÍVICO digital company as SMB Director, leading the mass channel, the resale model and seeking commercial alliances with strategic partners. Creative, business developer, businessman, financier and marketer of media.



**Juliana Otero** Digital Content and Marketing Analyst

Business Administrator with an emphasis in Music, at the Universidad de los Andes I completed my internship at ProColombia, specifically in the marketing area. I really enjoyed my practice and it helped me discover that marketing is something I like a lot. I am passionate about music, entertainment and the creative industries in general. Currently I work at VidaPrimo as a digital content and marketing analyst. In which I hope to learn a lot about the dynamics of the music industry and develop both professionally and personally.



**Maria Clara Espinel** PR and Press LATAM

Social communicator with emphasis in Television. Master in Film Production Design and Audiovisual Media. I have worked as a producer in Television Channels (Caracol TV, RCN TV, City TV and Tele Islas) and I have also produced video clips of musical groups. I have made music festivals and I have been part of the production and tour management team of renowned Colombian festivals such as: Rock al Parque, Iberoamerican Theater Festival and Stereo Picnic Festival in several of its editions.

I love traveling and doing public relations with everything related to music. I have had the opportunity to attend various music markets all over the world: Womex, (Europe) LAMC (USA), MAMA (France), Medimex (Italy), Music Market VIC (Spain), BOMM (Colombia) among others, only and as coordinator of the Colombian delegation through the Ministry of Culture and Idartes (District Institute of Arts of the Mayor's Office of Bogotá).



**Andrés Jimenez** Marketing Director LATAM

Teacher, Musician, composer, Sound Engineer and Specialist in Multimedia Creation, SEM, SEO, Google Adwords, Digital Commerce, and Online Marketing Strategies.

15 years of experience in the area of music in its different scenarios (Live sound, music production, soundtrack composition) and 10 years of experience in multimedia content and educational platforms. I have developed educational, interactive, videogames and participated in all types of musical and audiovisual projects. Passionate about music, programming, arts, research and mathematics.

# The House Artists Left Us A Message



A very cordial and special greeting for all the team of VidaPrimo and Cinq Music around the world ... for me it is an honor and privilege to have such a professional team and a big infrastructure as you are. I have had the opportunity to get to know the process, the human quality and the talent of Cinq Music and VidaPrimo very closely, I can assure you that there is talent, talent of passion, talent of desire and

ANDY  
RIVERA

love for work, I feel honored to feel this intimate and professional connection with the whole team, I thank you for staying up late, for working day and night, giving the best of you, not only in my project but in the project of Many colleagues ... Thank you.



An individual job never takes you anywhere, but a team effort and with people who are the best at what they do and above all who believe in you and who support you who give you that hug and hold you by the hand and they start to guide you in all your shortcomings and give you advice ... That means for me Cinq Music and VidaPrimo, a team that is very humane, that every day encourages me

KELLY  
CARDENAS

to be a better artist for them ... that they feel proud of me especially that they help you with many alternatives in this industry that already by itself alone is complicated .. so thank you very much to VidaPrimo and Cinq Music for coming to my life and thank you to my team ... you do not know how nice is to walk with people who know in this way



My relationship with Cinq and VidaPrimo extends far beyond digital distribution and numbers, growth is really linked to the growth of Arguello as an artist and producer, it has been a great learning, going to Los Angeles to meet so many people , puerto rico etc ... It has been a growth both in the Anglo and Latin contexts, it is a growth beyond just numbers ... it is a growth as an artist, thank you

ARGUELLO



VidaPrimo At The **Choliseo**  
In Puerto Rico

## VidaPrimo And Cinq Attend Their First “Choliseo”

With the purpose of heightening and improving our image and relations with our artists and industry agents in Puerto Rico, Vidaprimo and Cinq Music accompanied Ñengo Flow to its first Choliseo (Colosseum) in March, and we had the opportunity to deliver official YouTube plaques to:

- Ñengo flow for reaching the million subscribers in its YouTube channel.

- Darell, De la Ghetto and El Super Nuevo for reaching more than 100 thousand subscribers in their respective YouTube channels.



## We Were Present At The Latin Billboard In Bogotá

*The VidaPrimo team at the Red Carpet of the Billboard Latin Music ShowCase in Bogotá Colombia, covering the event and doing brand presence.*

