

NEWS



MAY - AUG 2018

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Pina Records

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“Everyone has the opportunity to be a leader in their own right”

Jason Peterson Letter

Leadership at Every Level

We are continuing to grow with a rocket ship ride in front of us. Growth requires leadership at every level of the organization. Leadership is a privilege that comes with requisite responsibilities. It is a privilege to serve those you are responsible for. Good leaders have vision and are altruistic, attentive, thoughtful, conscientious and excellent at managing risk and integrating information to make decisions.

They inspire others. Good leaders listen well and communicate clearly. They also take care of themselves knowing they are no good to their team if they can't perform themselves. This statement has a direct relationship with my last newsletter article on self care.

It has been observed by many leaders that a good team always beats a great individual. We're OneGoDigital comprised of distinct operating units. Everyone has the opportunity to be a leader in their own right, whether it is managing a business unit, a team, a project or a task. The most successful organizations have the right people doing the right things at the right time. I challenge you to contemplate if you are doing this and if not make the necessary adjustments.

by Jason Peterson



LABEL + DISTRIBUTOR



RIGHTS MANAGEMENT



MULTI-PLATFORM NETWORK



SUPPLY CHAIN MANAGEMENT





Studio 100

Studio 100 was founded in 1996 by Gert Verhulst and Hans Bourlon. The company has become a unique international company in family entertainment, with a very strong reputation. Studio 100 guarantees a wide range of quality productions in the field of family and child entertainment: television, movies, books, magazines, CD's, merchandising, own broadcasting channels, digital platforms, shows and theater productions ... everything is being developed in-house. The theme park division of Studio 100, runs six popular theme parks: four in Belgium (Plopsaland and Plopsaqua at De Panne, Plopsa Indoor Hasselt and Plopsa Coö), one in the Netherlands (Plopsa Indoor Coevorden) and one in Germany (Holiday Park). The expansion of multiple complementary activities around the various Studio 100 characters is one of the strengths of Studio 100.

About Studio100 Go

The new Studio 100 GO is a mobile application for kids that contains an impressive range of the Studio 100 productions. There are numerous free tv-shows, music clips, games and e-books of Maya the Bee, Heidi, Bumba, K3, Vic the Viking... as well as exclusive content for subscribers. The app is available on iOS and Android and can be downloaded for free.

ContentBridge Helps Studio 100 Make The Big Move

Digital Supply Chain Company Moves Entire Catalog to Proximus.

Belgium - ContentBridge, one of the worlds' leading digital supply chain companies, recently encoded/delivered Studio 100 TV's entire catalog to Proximus, the largest telecommunications company in Belgium, with specific versions optimized for television as well as the new Studio100 Go mobile application. Studio 100 is a top children's TV channel, with

its programming distributed throughout Europe. The announcement was made by ContentBridge General Manager Manfred Van Ursel.

The Big Move

According to Van Ursel, ContentBridge supply chain software chain successfully encoded/delivered Studio 100's entire catalog, a whopping 55,000+ minutes of SD/HD programming, in less than 45 days with peaks of up to 5500 minutes/day.

"I think it's wonderful that Studio100 has the confidence in ContentBridge to make these kinds of deals and trust us to get the job done in such short notice," he says. "Retrieving, encoding, packaging and delivering almost 600 hours of film and television to diverse specifications for different platforms, complete with artwork and metadata is not an easy thing, and to do that in such a short time is a real testament to our scalable technology and our commitment to help our

clients get things done."

Re-upping with ContentBridge

In related news, Studio 100 has signed on with ContentBridge again for 2018. ContentBridge has partnered with Studio 100 for digital deliveries since 2014.

About ContentBridge:

ContentBridge is a leading provider of digital supply chain software solutions to studios, networks, and retailers in the media industry. Its flexible task-based workflow engine can be configured to accommodate nearly any business process. While an API enabled micro-services architecture fits into

virtually any organization or infrastructure scenario. Automated capabilities include distribution

"Studio 100's entire catalog, a whopping 55,000+ minutes of SD/HD programming, in less than 45 days with peaks of up to 5500 minutes/day."

readiness assessment, ingest and conform, digital asset management, and orchestration and automation of media and meta-data delivery to any business partner anywhere in the world. ContentBridge software is available in the cloud or on-premise and is an approved 'encoding' vendor for all major digital retailers.

Cinq Music Appoints Marcus Spence SVP of A&R

Former Mosley Music Group Exec Joins Hot Indie Label

Cinq Music, the data-driven indie record label and global distribution company, has appointed Marcus Spence as Senior VP of A&R at the company. The announcement was made by Cinq co-founder and President Barry Daffurn. Spence has been a key individual behind a number of notable projects in the entertainment industry, having worked with artists Timbaland, Keri Hilson, Nelly Furtado, OneRepublic, Tink and soul signer V Bozeman.

"Marcus brings a ton of creativity and fits our unique approach to the music business," says Daffurn. "Our priority right now is growth, and we will be developing new talent, and adding to our roster of iconic artists. With his amazing track record of developing so many commercially successful artists, we are very excited to have him."

"Barry and I will learn from each other," adds Spence. "I believe my experience from

traditional music business operations allows me to bring a different side to Cinq. I'm here to help artists blossom, and to be that ideal partner an artist may be missing. Cinq's business model is the best I've ever studied, taking data to repurpose music in strategic and targeted fashion. We can also utilize data to expand the artist's already existing audience, and cross-brand in a way that solidifies us as a hub. This is so important to an artist's career."



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Spence began his career in the film and music industry after earning a degree in Mass Communication from Norfolk State University. He quickly established himself as a creative force for branding artists of all genres. While at Mosley Music Group, Spence was involved in some of the biggest songs of the past 10 years, including "Apologize" from OneRepublic, and both "Promiscuous" and "They Way I Are" by Nelly Furtado. He was the

marketing engine behind such albums as OneRepublic's Dreaming Out Loud (selling 1.8 million worldwide), Timbaland's Timbaland Presents Shock Value (over 4 million worldwide), Kerry Hilson's Perfect World (half a million sold), and Furtado's Loose (with 8 million sold worldwide and 14 million in singles alone). Prior to assuming his title role at the label, Marcus was the Vice President for the Interscope distributed imprint, Beat

Club, where Marcus worked with the female MC Ms. Jade, marketing her record "Ching, Ching, Ching" featuring Nelly Furtado and Timbaland for use by GM and the H2 Hummer. He also launched the career of gold-selling rapper Bubba Sparxxx, whose 2003 album Deliverance is widely regarded as one of the best and most ambitious hip-hop albums of the decade. "My goal at Cinq is to have a global number one single, no question," says Spence.

cinq

ABOUT CINQ

Cinq Music is a technology driven record label, distribution, and rights management company. Cinq's repertoire has won four Grammy awards, dozens of Gold and Platinum RIAA certifications, numerous number one chart positions on the Latin Urban and Tropical Billboard charts, and was nominated for Latin Rhythm Label of The Year at the 2016 Latin Billboards.

<http://www.cinqmusic.com>

On Growing Vidaprimo

Stephen Brooks EVP and GM, VidaPrimo

Assuming it has a good product or service, there are two factors above all others that determine whether a small company eventually becomes a big company, or remains small. The first is luck, whether good or bad. The second is how it thinks about itself.

It's not about who has the smartest people, the best or most industry connections, the most accomplished leaders, or the most money in the bank. It's about which company is unafraid to pursue its biggest dreams.



VidaPrimo is still relatively small in the big picture. We have just passed 120,000 Facebook likes, our web sites generate a few hundred thousand impressions a month, and we often have to explain what and who we are, even to people we have met before (my favorite new description: Vevo and Vice had a baby and raised it Latino). We are measured against networks like 1RPM, YT Rocket, RIMAS and 36 Grados, generally companies with more employees and better name recognition.

But we don't think of ourselves as a small company. After all, small companies don't:

- Create high quality programs for television, receiving interest from among the world's largest media companies, like Fox, Warner Bros. and Sony in the United States, and major channels and networks in LATAM.
- Out-compete networks 20 times our size for the attention of brands and media agencies.
- Secure marketing, promotion and curation agreements with some of the biggest artists, labels,

companies and platforms in music and video.

In the next 3 months, we will license our original shows, secure direct sales deals with brands, distribute our videos and shows to every screen imaginable, creating a wall-to-wall branding and monetization effect. Over the next year our Facebook audience and site visits will be measured in the millions. At that time we will be compared to networks like Univision, Telemundo and Caracol. All because we allowed ourselves to think like a big company, even when we were small.



VIDAPRIMO

My Life-Long Love For Latin Music It All Began With Some 'Whipped Cream'

By Steven Fisher

My lifelong love for Latin music began innocently in my parent's basement. I was four years old, it was 1966 and my father was playing Herb Alpert and his Tijuana Brass' soon to be infamous 'Whipped Cream' album. Jumping wildly around the "rec room," propelled by the upbeat brass section and rhythms inspired by Alpert's Mexican bullfight experience, I was thrilled by this "Latin" music. 'Whipped Cream' would go on to sell six million copies in the US. Alpert would soon partner with Jerry Moss, forming A&M Records, one of the greatest indie record labels of all time. They would later sell A&M and its music catalog to Polygram in 1987 for a cool \$500 million. This was in no small part due to the incredible legacy of Alpert's unique Latin inspired compositions. I still have copies of 'Whipped Cream' at the ready, on album, on CD and iTunes.



Effortlessly Hip

Many youngsters think Latin Music and its influence didn't take hold in the States until Gloria Estefan's 'Mi Tierra' in 1993 or Selena's "Tejano breakthrough" 'Amor Prohibido' in 1995, but that's wrong. Latin Music was big in the US starting in the 1940s with Xavier Cougat. The Spanish-American bandleader spent his formative years in Havana, Cuba. History has not fully appreciated in musical terms what Xavier brought to the world. His orchestra played the music of some great composers (such as Noro

Morales, listen to his saucy 'BIM, BAM, BUM' track). Here was music that was upbeat, fun, racy, sexy.... ahead of its time. Latin music was effortlessly hip. Orchestras infused with exotic sounds and percussion. Food, culture and a nightly celebration of life, it was all here. Step off the street and into a Latin nightclub, they offered up a whole new world. Americans ate it up.

The Dancing Gringo

In the 1950's it was Tito Puente, a Puerto Rican living in New York City's Spanish Harlem, who would become

the "King of Latin Music." His career would span the next fifty years. In the late 90s I saw Puente and his orchestra shake the original Conga Room in Los Angeles down to its studs (when the Club was located near Wilshire and La Brea. it's now part of the LA Live complex in DTLA). If there is anything in life more vibrant than that of Tito Puente live, I have yet to experience it. Because of Latin music, I took up ballroom dancing, my favorite being Salsa until the wee morning hours at LA's Latin hotspots like El Floridita. Their 12-piece house band was incredible.

The 60s brought the electric guitar and artists like Carlos Santana, you could say the first Mexican-American rock god. The 70s brought Latin balladeers like Julio Iglesias. The 80s turned Latin towards pop music and culture, with Iglesias and his slow love ballads dominating the charts. The 90s saw incredible growth and influence, with Shakira, Selena, Ricky Martin, the band Menudo and Enrique Iglesias becoming household names. The turn of the century saw reggaeton go mainstream, with artists like Daddy Yankee and Don Omar.

Have I missed anyone noteworthy? You bet, hundreds of great bands and artists. That's what makes Latin Music so damn good. There are also hundreds of genres to delve into, each with its own story, or stories to tell. In fact, that's the heart of Latin

music, the stories. Latin music began with artists recounting the news of the day. Love, community, and joy for life is woven in straight into the mix.

Latin Authentica

For those quick to laugh when I reference Herb Alpert and his 'Whipped Cream' album, thinking it's not really "Latin", I have shocking news for you. There is no "authentic" Latin music, and therein lies its strength. It defies belief how its musical influences can be so diverse and rich. Latin is a mix of the indigenous, of European influence and even elements culled from the African slave trade. The Taino Indians gave us the maracas, from Spain evolved the essence of Spanish guitar (and the first fretboard finger-tapping, sorry Eddie Van Halen), from Africa came the drums and from Cuba the conga. The Spanish and Portuguese speaking areas of the world would soon export their unique sound(s) to the world. Go anywhere on the planet and they're playing Latin music. Bomba and Plena. Shared traditions and new sounds. Brazil and Mexico. US and Spain. Latin music now spans both hemispheres and all continents.

Under The Influence

Missing in my commentary is the incredible influence Latin music has on artists everywhere. Latin jazz is the perfect example. Listen to Charlie Mingus, one of the greatest jazz bassists of all time. He'll tell you the best jazz he ever played was inspired from

musical moments experienced south of the border. One listen to his 'Tijuana Moods' album will reveal the power of the Latin influence. Under the influence, artist after artist.

Streaming Latin

The recent advent of streaming music technology has led to an explosion in the popularity of Latin Music. How? Streaming has led to better monetizing of Latin music artists, leveling the playing field and helping them to expose, distribute and popularize all genres, especially breakthrough Latin genres like Trap. This is where Cinq Music and VidaPrimo fit in, we're champions of Latin Music.

Learn, Listen and Share

So, where does Latin music go from here? I don't know. Today, some genres of Latin Music reflect the poverty and violence found in urban life. Some see a definite swing towards the vulgar. Some see a rebirth of more traditional sounds. What I'm confident of is my love for all forms of Latin music will continue to grow. For those looking for insights, start with just one group or artist, then continue to explore. Listen closely. You'll hear the history of many peoples. Connect all the dots. Share the music with friends. Listening to Latin music is sure to lead you to a richer, fuller life.

VidaPrimo Partners Through Playlists With Vevo, Roku, Music Choice And Xumo

VidaPrimo has managed to establish important agreements for the distribution of its videos, mainly from Reggaeton and Trap Latino genres.

Agreements currently working are:



We curate two playlists:

Trap (updated every two weeks) 10 videos, 5 from our catalog and 5 from other labels
 Presenta tu bandera (updated monthly) 5 videos where each artist is of a different nationality.



We curate eight permanent playlists:

Classics, Hits, New Artists, New Videos, Featured Genre1 (Trap), Featured Genre 2 (Latin & Urban Pop) Featured Category, Featured Mood.



We curate eight playlist:

4 permanent: New videos, New Artists, Hits, and Classics.
 4 playlist that change theme, category, mood and title each month. For April 2018 we did: Featured Artist: Darell, Featured Genre: Latin Pop & Urban Pop, Featured Category: Lyric Videos in a playlist we called Karaoke and Featured Mood: Tengo un party en casa.



We curate in Dailymotion 8 permanent playlists that are:

Classics, Hits, New Videos, Tequila & Mezcal, Latino Forever, Trap Latino Land, Reggaeton on Fire and New Artists. Each one represents each one of the musical genres that are handled in VidaPrimo.

VidaPrimo and Cinq Music present at Latin Billboard Awards

During the recent Latin Billboard Music Conference in Las Vegas, VidaPrimo and Cinq Music participated in influential "breakout sessions". Paola Colmenares CEO Latam of Cinq Music and VidaPrimo represented the company in the "Monetizing Around the World" panel where her participation highlighted the company's strengths for our artists and clients.

"...Cinq Music supports independent music projects, we are a company that strengthens a genre expected

to grow. We provide both the technology and the team to develop Latin music in a global music industry.

We also support artist's rights. Paola shared the panel discussion with:

Mario Pato (Altafonte), Camille Soto (Glad Empire), Emmanuel Zunz (ONErpm), Simran Sing (Singh Singh & Trauben) and artist J Alvarez.

Stephen Brooks, EVP and GM of VidaPrimo USA had this to say regarding participating in

panel discussions:

"... We had the opportunity to participate in the Networking spaces where we were able to reach future projects and strengthen our relationships with our partners, allies, clients and artists"

During the last 5 years Cinq Music and VidaPrimo have had the opportunity to attend the Latin Billboard and their presence has become an important reference for the Latin music industry.

Paola Colmenares Pannel



Jason Peterson, Barry Daffurn, Hunter Paletsas, with Jareiq 'JQ' Kabara, President of A&R at Rhythm Nation.

Vidaprime Begins To Define Itself With High-Quality Programming



Sergio Uzaheta discusses production of VidaPrimo's Original Content

"...VidaPrimo is producing original high-quality programming utilizing innovative in-house production formats. It's all for the Latino market."

PIDE VIDEOS



It is a 44 minute format. The cameras go out to the streets and record people asking for music videos spontaneously. Questions will be asked about the videos, regardless of the answer, it is a space for reflection and spontaneous opinion.

ESTA SEMANA



Magazine that will contain different cities: New York, Miami, Puerto Rico, Bogota, Medellin and possibly Los Angeles, where we will have a scan of what is happening with Latin music in general.

REWIND



It is a 44 minute format that goes behind the music of an artist or a genre. The first chapter we are going to have is the story of Nengo Flow, Composed by an interview. Then we will have the history of Reggeaton, The History DJ Nelson, The Caribbean movement in Bogotá, etc.

LA CASA



Magazine that specializes in getting to know artists, but from a producer's perspective.

The magazine chronicles the importance of the producer's role in the work of each musical artist. For example, we interview an audio/visual director regarding his take on the construction of a particular music video clip, its importance and development.

ELEVADOR



It is a Latin American Top Ranking presented by an influencer and presenter called Melissa Roldan, it is the innovation of the Top ranking which Latinos are accustomed to. Ten positions that show the movements of biweekly music with music from VidaPrimo. The idea is to integrate future rankings of other playlists such as VEVO, MUSIC CHOICE etc, where you can see video data, director data, etc. Audiences can interact through social networks.

LA BARBERÍA



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

It should be noted that the core of all the programming of VidaPrimo will be governed by the slogan "LATINOS DE CORAZON".

We are in the development of other large formats that will possibly come at the end of 2018 or the first semester of 2019 where we will bet on reality TV content.



It is a program that will tour Latin America showing the words used by artists or the people that surround them such as producers or stage managers.



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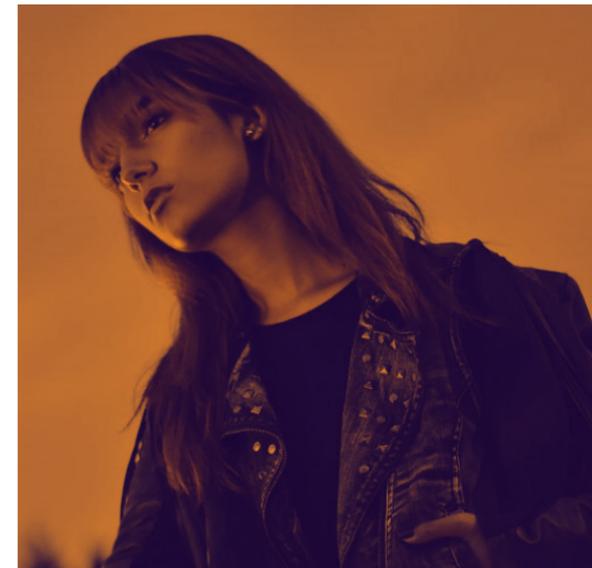
The Last Supper

Visit of Stephen Brooks, Jake Kim and Fernando Gonzalez

Tica Martinez host of our Tv show La Casa with our visitors.



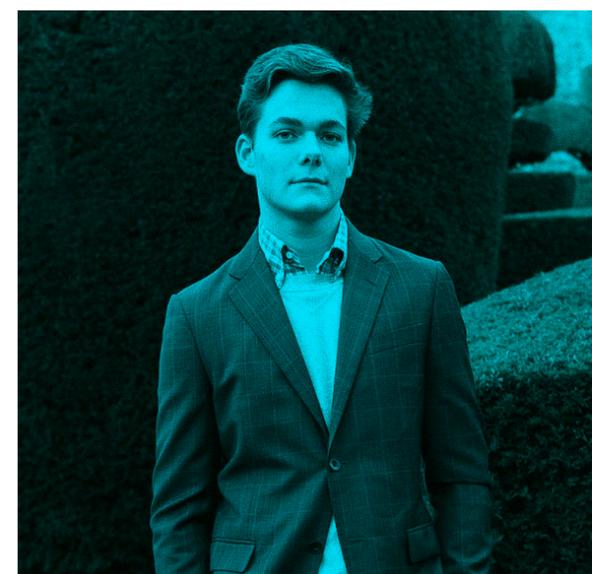
The Company Grows And New Talents Enter To Form Part Of The VidaPrimo And Cinq Music Team



Gabriela Ramirez Forero
Marketing and Communications Intern

I am Gabriela Ramírez Forero student of Social Communication and Journalism with Audiovisual and journalistic emphasis on the Pontificia Universidad Javeriana from Colombia. I have a double baccalaureate diploma, attending High School in Salt Lake City, Utah. I have worked in different writing competitions being published in various books and web pages.

I am an influencer, I manage my own instagram account, applying knowledge in editing and acquiring knowledge in the management of networks and their operation. Similarly, I have taken photography courses and editing programs such as Photoshop, Illustrator and Premiere Pro.



Taner Vickery
Vidaprimo's Intern

I am a second year student at the University of St Andrews. I came back home, to sunny LA, to learn more about the marketing world from the guidance of the Vidaprimo team. In my first year at university, I developed a great interest in marketing and was super excited to learn more over the summer. Being a marketing intern for Vidaprimo has taught me so much more than I could ever learn in a classroom, and I've been pushed to be a contributing member of the company. I look forward to using the skills I've learned to future projects and endeavors.



Leila Kashfi

Assistant Director for USC's Concerts

Leila was born and raised in Los Angeles, and has just finished her second year at the University of Southern California. She studies Business with a minor in Music Industry, and has always had a love for live music. She has played piano for the 15 years, and loves working with music on or off stage. She grew up in a home where her mother was always producing concerts for local Persian artists, and has now followed into her mother's footsteps. She planning shows and music-related events for the entire student body, and also serves as the VP of Administration for the Marshall Business Student Government. She's very happy to be interning at Cinq this summer!



Jeison Castillo

Content Designer

I am a Multimedia Engineer, I work in the modeling and 3D animation area, I'm content creator I'm audiovisual editor.

I am an entrepreneur, dynamic and creative person. I enjoy a lot the open air places, sports and the drawing.