



NOVEMBER 2021

NEWS





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CEO & CHAIRMAN OF GODIGITAL MEDIA GROUP

>> OPTIMIZING HEALTH FOR HUMAN PERFORMANCE AT WORK AND IN LIFE

In this newsletter column I want to talk about optimizing health for human performance at work and in life. I'm going to talk about myself, and I hope you will find my journey helpful. As many of you know, my personal platform is 'fear has no place in an entrepreneur' and we at GoDigital are entrepreneurs. The following is my opinion and not medical advice. You should use your own independent judgment.

Our health has multiple components working together. I'm going to focus on the emotional and physical aspects. They're very much connected because the state of our emotions effects the state of our nervous system which controls many of our bodily functions. When we are stressed out the nervous system goes into what is called the sympathetic state, otherwise known as the "fight, flight or freeze" response. To use a Star Trek analogy the body puts all power to the forward shields and shuts down all

nonessential systems such as digestion and immune response. The goal is to survive in the short-term. This is great for 20 minutes to run from a tiger but chronic stress in an always on sympathetic nervous state literally causes the body to start to break down.

In an always on sympathetic nervous state, processes that remove free radicals from our system stop functioning as they should. Free radicals are molecules that are missing one or more electrons and are looking to bind with other molecules to reach a steady state. There is a constant stream of free radical molecules in our body whether it is from the fluoride and chlorine in the city water we drink or simply a cell mutation gone awry. Our body is efficient at neutralizing free radicals and removing them. However, when we are in a chronic state of stress our body shuts down all systems that are not essential for short term survival. This reduces our capacity for clarity and inspiration and is how cancer and other diseases arise.

Have you ever experienced a superbly clear mind where information integrated easily to synthesize new thoughts and new inspirations?
Have you ever experienced feeling mentally foggy and even mundane tasks were hard?

I'm going to share some tips and tricks that I've learned that helped me maintain a state of mental clarity and inspiration.

1 >>> DO EVERYTHING IN OUR POWER NOT TO BE STRESSED OUT.

We all have historic trauma whether it's our parents getting divorced as a child, being bullied, or losing somebody close to us. Our nervous system has non-visual memory. In the present, our senses observe an input that can trigger our nervous system's memory of the past and we move into a 'stress response'. This is the body trying to protect itself from a re-occurrence of what injured us in the past. However, this may not be the rational response. The danger may not be real. Further, we all make decisions based on how we feel. Therefore, being in a stressed state often leads us to make decisions that are colored by irrational feelings. This leads to sub-optimal decision making at work and in life.

How do I avoid this?

The number one activity I engage in is making time for therapy. But not any therapy. Most therapy involves simply talking. Talking is helpful to identify where we were traumatized but is not effective in changing how our brain and body are wired to feel. There are many techniques that operate on rewiring how we feel. Here are a few I have experience with:

1. *Image Transformation Therapy (ImTT)*
2. *Dynamic Breathwork*
3. *Eye Movement Desensitization and Re-processing (EMDR)*
4. *PEAT Method*

The really interesting aspect of all of these modalities is their commonalities. The human body is the constant and, in my experience, I've seen how they leverage the same aspects of the brain-body connection to help us emotionally heal. I use these techniques, especially ImTT and breathwork on an almost daily basis.

2 >>> SLEEP IS ALSO A GREAT WAY TO RESET STRESS, AND IT IS WHEN THE BODY HEALS ITSELF.

If we can learn to quiet our minds we can sleep on demand. Sleeping in a quiet, dark, cool place helps the body sleep until it is ready to wake. My understanding is 69 degrees Fahrenheit is the optimal temperature. If there is the potential for noise interruptions, I use a white noise machine. I also sleep in a room that has been configured as a Faraday Cage to block electromagnetic fields so my body can heal without that added stress. But that's for another article.

3 >>> EXERCISE ENHANCES CIRCULATION WHICH OXYGENATES THE BRAIN AND REDUCES STRESS.

This is a double bonus. When we engage in high intensity exercise it brings oxygen and healing signals to our body and brain. There is no substitute. When we stop moving, we start dying. On average, people die after two years of not being able to move. That's why a hip bone break in an elderly person can lead to death. According to a 2010 meta-analysis on geriatric hip surgeries and their mortality rates: 21% of patients over 60 who broke their hip died in a year¹.

Exercise and the resulting oxygenation also help our brains maintain their neuro-plasticity and age better. The human brain develops until about age 25, at which point we start to lose neurons and the connections between them. We literally have less processing power with time. This is not usually noticeable because in the early days our brains have to pave the roads to connect all the areas of our brain "island". As an adult we have superhighways between different areas of the island already built. However, building new roads through or over the metaphorical mountain is more difficult (but not impossible if we take good care of ourselves). Hence the old adage "you can't teach an old dog new tricks".

¹ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3597289/>

4



HUMANS ARE SOCIAL ANIMALS.

Make sure to take the time and effort to build and maintain a sense of community. Many studies, including the famous Blue Zones book by Dan Buettner, point to feeling a sense of community as critical to healthy aging. Do not discount this aspect of health!

5



IT IS ALSO EXTRAORDINARILY IMPORTANT THAT WE FEEL A SENSE OF PURPOSE.

Far more healthy American's die in their first year of retirement than in their last year of work. People who live to be 100 never stop working and keep their community of family and friends close.

I sleep twice, exercise twice and work twice every day. Each work shift is 6 to 8 hours separated by 1 to 4 sleep cycles and a workout, preferably outside and with people. That is why I play volleyball in the morning with my friends and lift weights or surf at night with a different set of friends. I find this creates the highest probability of working, living and making decisions in a state of clarity and inspiration. This metaphorical 'high vibration' then attracts all the good things we want into our lives. But that is for another article.



CONTINUOUS IMPROVEMENT

ORGANIZATIONS LEARN IN THE SAME WAY.

There are no standard playbooks that roadmap our path to success in any of our businesses, be they music, networks, or commerce related. We have to learn by direct experience what is working and what is not working. And what helps that learning is structure and method. In the case of our businesses, we are applying the principles of the Lean Start-up and Business Model Generation.

What is important for us as an organization to learn?

Creating content that attracts target audiences. Creating content at a cost comfortably below our ability to monetize. Boosting consumption of our music catalogs cost effectively. Valuing unique royalty streams. Attracting direct advertisers. Capturing a new digital subscriber at a cost less than one-third the lifetime value of that subscriber. Finding product-market fit for new physical product categories. This is just a starter list.

But perhaps most important of all is learning to learn. This requires taking the time to write down what we need to learn, and developing a plan to learn through experiencing. Often, this involves developing a hypothesis (e.g., "We will see a 50% increase in our subscription conversion rate if we change 'X' in our customer sign-up flow.") a plan to test the hypothesis ("We will direct a portion of our traffic to a special landing page with a new customer sign-up flow."), measurement of test results ("Our sign-up flow led to a 'Y%' increase in conversions over the standard flow."), and critically, taking action on the learnings. Learn by experiencing. Building associations in our minds of what is and is not working.

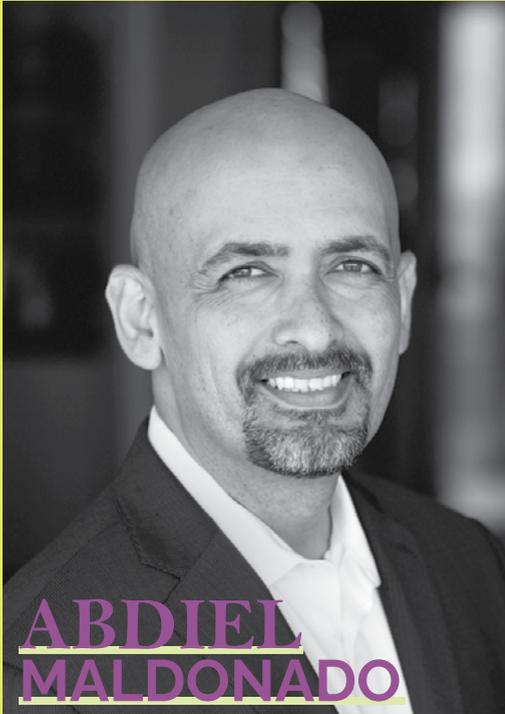
No person or organization is too old, too experienced, or too successful to learn new things. Think of ways you can apply structured learning in your domain within GoDigital, and if you have the chance to take language lessons from Hans, I highly recommend that.



**DOUG
REINART**

COO AMERICAS GODIGITAL MEDIA GROUP

Recently I started Spanish Language lessons with Hans Vollert, a member of our Colombia team. Along with his unflinching patience with my language butchery, Hans is a reminder to me of the gifted talent we have within GoDigital Media Group. The approach Hans takes in his lessons is definitely not a traditional by-the-book approach. Our lessons meander through remarkable images and paintings, news articles, and outside interests. One minute we are covering basic grammar, and the next we are conjugating verbs. Hans' teaching approach may not be traditional, but it is also not without structure and method. By getting me to speak the language through dialog and question response, he is establishing connections and associations in my brain that ordinary book learning could never achieve. Memorizing vocabulary is one aspect, but the real learning happens when associations between data points are created. Hans' approach is action oriented. Learn by doing – or rather, learn by *experiencing* – and association *burn-in*.



HR Director

TEAMWORK, HR ANALYTICS & RECRUITING

HELLO EVERYONE! IT'S BEEN AN EXCITING COUPLE OF MONTHS FOR THE HR TEAM AS WE CONTINUE TO DO OUR PART TO HELP BUILD THE FUTURE OF WORK AT GODIGITAL MEDIA GROUP. THERE ARE THREE AREAS OF FOCUS FOR US AS WE ESTABLISH A STRONG HR FOUNDATION: **TEAMWORK, HR ANALYTICS, AND RECRUITING.**

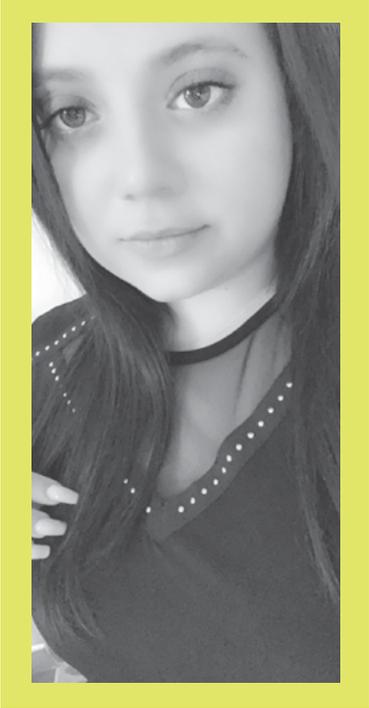
TEAMWORK – Teamwork makes the dream work! We are working closely with business leaders and team members to provide better HR support. Across the world, our HR leaders are also working together and learning from each other on ways to best support the company. Moving forward, we will continue to solicit feedback to identify what works, what doesn't work, and what can be done to make things better.

HR ANALYTICS – We're committed to providing data-driven solutions to help impact the company's bottom line. As such, we've invested time into cleaning up the data in our Human Resource Information System, SuitePeople. Moving forward, we will maximize opportunities to digitize HR processes to execute the business strategy, help drive performance, and assist with recruiting.

RECRUITING – The talent equation is top of mind for us. We're dedicated to helping you find the right person to fill the right seat at the right time for the right investment. We implemented a new recruiting process, engage with hiring managers more frequently, and collaborate with LinkedIn to get the most out of the software. Moving forward, we will identify recruiting metrics, measure our success, and continue to improve the recruiting process.

***FUN FACT**

WE'RE HIRING! IF YOU SEE AN OPEN ROLE ON LINKEDIN AND KNOW SOMEONE WHO MIGHT BE A GREAT ADDITION TO OUR TEAM, PLEASE LET US KNOW.



BRANCHING OUT

DIANA SCHWEINBECK

Cinq Music Director of Marketing

GOING BACK TO WHEN I STARTED AT CINQ MUSIC IN MAY OF 2019, WE DIDN'T HAVE A SOLIDIFIED GENERAL MARKET SIDE AS FAR AS DISTRIBUTION GOES. FOTEMAH AND I MADE IT A GOAL TO FIRST BUILD ALL THE RIGHT RELATIONSHIPS WE WOULD NEED WITH THE DSPS AND OTHER PLATFORMS AND THEN BEGIN TO SET OUT AND FIND THE TALENT. WE DID JUST THAT!



We pride ourselves in artist development and keeping our clients happy. We have numerous success stories in this time frame but some of the most recent ones consist of Henao, Jimi Cravity, Sy Ari Da Kid, MC Beezy, Ye Ali & more! The best part of these success stories is that they range from R&B to Gospel to Latin to many more!

MC BEEZY was brought to us back in March of 2021 and we hit the ground running, giving consistent music with quality visuals every 3 weeks which eventually led up to his album release titled, "SPECIAL". Seeing the growth of this artist and the support we have received from the DSP platforms has been nothing but organic. From getting 1 Tidal playlist to New Music Friday with Spotify, MC Beezy is now gaining support from each DSP platform.

JIMI CRAVITY can be defined as one of our Gospel stars. Jimi began dropping music with us in January of 2021 and garnered support from Spotify very early (which is a huge goal of the majority of our clients). Giving us 4 singles so far off his highly anticipated album "Poetry", Jimi has already achieved over 1.5 million streams for this album. Each release has been lucky to hit New Music Friday: Christian as well as the "Top Christian" playlist.

Seeing our success rate in multiple genres pushes us to build on the genres we currently have and begin working on records in genres we haven't tried yet! Stay tuned for more from Cinq's General Market side in 2022 as we branch into new genres and continue to help develop the talent we have over here!

MANFRED VAN URSEL

CHIEF TECHNOLOGY OFFICER

INTRODUCING **THE KRAKEN**

**"GDMG'S DEVELOPMENT TEAM INTEGRATES NEW
SOFTWARE SYSTEM FOR FUTURE GROWTH"**

*GDMG'S DEVELOPMENT TEAM UNLEASHES THE KRAKEN KEY TO
SUCCESS IN EVERYTHING WE DO IS THE EFFECTIVENESS AND
EFFICIENCY OF OUR SOFTWARE SYSTEMS.*

Enter our software engineering team and "The Kraken", our recently released platform designed to replace Cloud Control and support the internal operations of GDMG better than ever before! The latest release of The Kraken includes new under pinnings, new features and a completely re-skinned user interface for a superior user experience. Heading up the internal initiative was our CTO, Manfred van Ursel, Product Manager Michael Vellutato and project managers Alexey Prokopyev and Maksim Mikhelson. As Vellutato notes, "Cloud Control was built out of necessity and features were created on areactionary basis. The Kraken is based on a proven, battle-tested architecture used by organizations like Netflix that provide for a more secure and scalable system: Microservices. "Microservices are as revolutionary to software development as the shipping container was to international transport: Instead of having everything clumped together in one big pile in the hull of the ship, it's split up in small, more easily

manageable blocks that stack together in a universal way. Microservices allow us to divide development into smaller pieces, addressed by smaller teams of engineers who need only worry about developing and testing that one block (and how it fits together with other blocks), not the entire ship! One of the main benefits of that is faster, higher quality feature releases. "As far back as 2017, we knew we should move away from monolithic software development and embrace micro services but never really got to it." says Van Ursel. "So when I stepped up as CTO in 2019 I made it a priority, together with a focus on quality and security. The engineering team's efforts on quality have been apparent to everyone using our in-house systems for quite some time now, this major release will begin to make the benefits of microservices visible to our users through more frequent updates with enhancement sand new features and functions. "The Kraken is named for the mythological Scandinavian sea monster that possessed giant tendrils.

ID	Asset Title	Asset Primary Artist	Asset Featured Artists	Asset Genre	Asset Status
1	Vivimos A Joder (Feat. Jowell & Randy)	Pacho & Cirilo	Jowell & Randy	Latin, Hip Hop/Rap	Active
2	El Gran Palo (Feat. Polaco)	Pacho & Cirilo	Polaco	Latin, Hip Hop/Rap	Active
3	Casa De La Muerte	Pacho & Cirilo		Latin, Hip Hop/Rap	Active
4	Por Unidos Oye La Vida (Feat. D.O.S. & Renga Flow)	Pacho & Cirilo	D.O.S.	Latin, Hip Hop/Rap	Active
5	Como Antes (Feat. Jory & Kendo Kaponi)	Pacho & Cirilo	Jory	Latin, Hip Hop/Rap	Active
6	Maldades Escas Ganas (Feat. De La Ghetto)	Pacho & Cirilo	De La Ghetto	Latin, Hip Hop/Rap	Active
7	Pregúntale A La Luna (Feat. Dinos)	Pacho & Cirilo	Dinos	Latin, Hip Hop/Rap	Active

The monster was known for horrifying fishermen by creating massive whirlpools that would swallow up their ships. "Each microservice in this architecture model is similar to that of a Kraken trendril," says Vellutato. "The product team loved the name because we wanted to denote a system that was powerful, secure and scalable.

"GDMG's accounting team will probably utilize The Kraken more than anyone, for rights management, sales (A&R) and content operations. Highlights of the new system include a new authorization and permission user interface, a logging service tool to audit user actions and are venue pipe line beefed up with additional layers to protect sensitive financial data. Another notable feature

of Kraken is valuation assets, which provide condensed analysis by group in gassets. This tool works two ways, both automatically and manually. We want to thank the following people for their efforts making this latest release of The Kraken live! Viachaslau Siniakou (Technical Lead) Vadim Kerov (Back End) Tatiana Zakharenkova (Back End) Alexander Kasatkin (Back End) Andrey Kriwushonok (Back End) Alexander Klimov (QA Lead) Alexey Konau (QA) Liubov Ladzik (QA) Dzmityr Tsiarliuk (QA) Nady Zaretskaya (QA) Alexey Krychautsou (Front End) Denis Prohorenko (Front End) Ilya Ivanov (UX/UI Designer) Alexey Savinov (System Administrator) Alexey Prokopyev (Project Manager) Maksim Mikhelson (Project Manager).

THE SOUND ROYALTIES ACQUISITION



**GODIGITAL MEDIA GROUP ACQUIRES
LEADING MUSIC INDUSTRY FINANCE
FIRM SOUND ROYALTIES**



Los Angeles, California --> GoDigital Media Group ("GDMG") and MEP Capital ("MEP") have acquired Sound Royalties, the leading provider of innovative financing solutions for music creators ranging from emerging artists, songwriters and producers, to platinum hitmakers such as DJ Khaled, Lil Wayne, Pitbull, Rich Robinson, and Wyclef Jean. The announcement was made by GDMG CEO Jason Peterson, who noted that the high eight-figure purchase, with financing from MEP, was the biggest non-music catalog acquisition in company history. Exact terms of the deal were not disclosed.

"Our mission at GoDigital is to inspire happiness through sharing creativity," **says Peterson**. "Sound Royalties is a logical investment for GDMG and MEP, considering how the company and the team are perfectly aligned with our thesis that music rights are the best alternative investment in the creative industries right now," **says Peterson**. "Artists, songwriters, and producers are all businesses and, like businesses in any other industry, need to be able to access capital to grow. Sound Royalties provides a much-needed solution to the music industry for creators and rights holders who are looking for financing but who do not want to sell their rights perpetually. The service allows creators to concentrate on what they do best: make music. We are also pleased to say that the current leadership team will stay on and representatives from GDMG and MEP will be joining the Board."

Alex Heiche, Sound Royalties CEO said "Sound Royalties was founded on the principle of protecting creators' rights and providing individualized customer centric solutions. We're excited to be joining the GoDigital family, which will enable us to expand our technology platform and grow more rapidly, while preserving the ability for creatives to speak and work directly with our experienced Royalty Specialists to ensure they receive the best financing that suits their specific needs."



SPOTLIGHT

DADDY YANKEE



DADDY YANKEE.

It means Big Daddy in Puerto Rican slang. Yankee means big. Powerful. El Jefe. You get the idea. And why not? He developed a genre that helped move Latin Music from South America to the doorstep of every populated continent. Thanks to Daddy Yankee, Latin music today is a true, global genre. He coined the term "reggaeton" back in the mid-nineties to describe his fusion of hip-hop, Latin Caribbean, reggae rhythms with Spanish rap and song. Some say Daddy Yankee saved Latin music.

His real name is Ramon Luis Ayala Rodriguez. Daddy Yankee was raised in a Puerto Rican housing project, dreaming of becoming a major league baseball player. A pro career almost happened. He tried out with the Seattle Mariners, then got shot in the hip while recording a song with DJ Playero. The wound and Yankee's rehab would mark a turning point in his life. As Daddy Yankee tells it, he turned misfortune into his chance to concentrate on music. Throughout the 90's, most of Daddy Yankee's music was banned from airplay due to explicit lyrics.

His 2004 tune "Gasolina," was his first big hit, a weird but cool reggaeton song open to many interpretations. Music lovers around the world sat up and noticed. His next album, Barrio Fino would make Daddy Yankee the most popular Latin artist for the first decade of the 21st century.

As of 2017, Daddy Yankee has sold over 20 million records, has won five Latin Grammy Awards, two Billboard Music Awards, 14 Billboard Latin Music Awards, two Latin American Music Awards, eight Lo Nuestro Awards, an MTV Video Music Award, and six ASCAP Awards. He also received a Puerto Rican Walk of Fame star, special awards by People en Español magazine, and the Presencia Latina at Harvard University. He was named by CNN as the "Most Influential Hispanic Artist" of 2009, and included in Time 100 in 2006.

ON HIS LATINO HERITAGE:

"I'M REPRESENTING FOR LATINOS ALL OVER THE WORLD. ... This ain't a one-hit-wonder thing. It's just the beginning. And it's a special moment for me and my culture."

"I FEEL SO MUCH PRIDE TO REPRESENT MY COMMUNITY AND BE LATINO. No doubt about it, above my career and sales being a Latino comes first."

ON HIS GENRE REGGAETON:

Reggaeton means the same thing to Latino youth as hip-hop does to African-American kids. We didn't have artists to look up to before. But the young kids now, they're looking at Daddy Yankee and Tego Calderon and Ivy Queen-like kids in the American 'hood look up to 50 Cent or 2Pac. I'm representing for my culture and my people.
IT'S THEIR MUSIC.

"WE DIDN'T HAVE A TRUE GENRE THAT SPEAKS FOR THE LATINO'S. Right now we have that with the reggaetone."

"WE TOOK DANCEHALL AND HIP-HOP AND MIXED IT IN THE MIDDLE. I KNEW WE HAD SOMETHING. I thought This sound is Puerto Rican sound."

"I'VE ALWAYS DREAMED OF TOURING BY MYSELF. We're introducing reggaeton to the masses now. We've been doing this for the last 13 years, so for the Latin community, this is not new. But this tour is not just for the Latin community. It's for everybody."

DADDY YANKEE – PLAYLIST



- 🎵 **"Lo Que Paso, Paso"** – From Barrio Fino, begin here.
- 🎵 **"Lovumba"** – the definition of urban latin beat.
- 🎵 **"Ven Conmigo"** – a great collaboration with Prince Royce. No one collabs better in the music industry than Daddy Yankee.
- 🎵 **"Rompe"** – Hardcore reggaeton. Bold and brash, unafraid, like Daddy Yankee.
- 🎵 **"Pasarela"** – From Yankee's best-selling album "Prestige." Play this late at night.
- 🎵 **"La Despedida"** – Daddy Yankee ended 2010 as the hottest selling Latin artist for the first decade of the new century. This song is one of the reasons why.
- 🎵 **"Pose"** – From his own soundtrack to Talento De Barrio, this hit #1 in 2008.
- 🎵 **"Descontrol"** – pure Reggaeton.
- 🎵 **"Gasolina"** – Some say this one song took Latin music global.
- 🎵 **"Limbo"** – You can lose 10 pounds in one afternoon listening to this tune.

Achievements

Daddy Yankee is the most awarded and honored Latin artist in history, including 10 Guinness World Records, seven Billboard Music Awards. He was honored with the Icon Award by Latin American Music Awards, the Industry Leader Award from the Latin Billboard Awards and received the Lifetime Achievement Award in Lo Nuestro Awards from Balvin. J Balvin stated: "Reggaeton would not be what it is without Daddy Yankee and without Yankee, there would be no Balvin."

Having sold 20 million records worldwide, Yankee is one of the best-selling Latin music artists. As of April 2020, Daddy Yankee is the most subscribed Latin artist on YouTube Music. He also is the first Latin act to be the most listened-to artist worldwide and remains on Top 20. In 2019, he set a new record in his country as the artist with the most shows at Coliseum of Puerto Rico, with 12 consecutive sold-out concerts.

Yankee has multiple charts records. He is the artist with the most number one and most entries on the Billboard Latin

Rhythm Airplay He also has the most entries on the Latin Pop Airplay and the second most entries on Hot Latin Songs. Additionally, he achieved three and six top 25 and top 50 Spanish-language singles on the Billboard Hot 100, respectively, the most by any artist. Barrio Fino and Barrio Fino en Directo are two of the best-selling Latin albums ever in the United States.

With "Despacito," both Yankee and Luis Fonsi achieved multiple worldwide records, including the most-viewed YouTube video (and it became the first video on the site to reach milestones of three, four, five, six, and seven billion views) and the first Latin song to receive a diamond certification by Recording Industry Association of America (RIAA). Additionally, "Despacito" received thirteen times platinum by RIAA for units of over 13 million sales plus track-equivalent streams, making it the highest-certified single of all-time in the United State. It also became the song with most weeks at number one in Switzerland and Germany and the most weeks at number one on Hot Latin Songs.

MAYA MAGENNIS

Senior VP, Operations



ALWAYS LEARNING



In June we celebrated the summer solstice, also known as the longest day of the year and the official beginning of summer. In earlier times, the solstice marked the beginning of the season that brought abundance; it was a time to recognize the efforts of the first half of the year and honor earth's bounty. In today's busy world, it's easy to land in the summer months and wonder where the first half of the year went... which makes it the perfect time to take a step back, slow down, and take some time to reflect on everything that you've undertaken so far this year.



access to yoga and other self-improvement tools, the world will be a better place! As we continue to iterate on our business initiatives, we have made it a priority to celebrate the fruits of our realized intentions while inspiring each other to focus on the things that remain undone. It has helped us learn from past mistakes, given us perspective, and even inspired us to continue to help people be the best version of themselves.

The truth is, we are all lifelong students, and reflection is an essential part of the learning process. At all stages, and in every role we take on, we are asked to learn and grow by reflecting on what does and doesn't work. At **YogaWorks**, we've been taking a deeper look at the mechanisms that will most efficiently allow us to validate our business model going forward. We are running tests to better understand our customer acquisition model, lead generation tactics, and value propositions. We've refined our mission with the conviction that if more people have

We pride ourselves on the quality and variety of yoga that we offer, and our goal is to increase our visibility both in the US and abroad. As we head into the latter half of the year, our strategy will be shaped by the knowledge that earnest students are always willing to share what they know, and true teachers are always learning. It is the willingness to reflect, time and time again, that will be key to our success.

A DEEPER DIVE INTO IMMERSIVE AUDIO

BY STEVE FISHER

We live in amazing times, with remarkable technology. In the world of music, things are moving rapidly towards immersive soundtracks. Immersive soundtracks are simply songs recorded on a 360 degree, software-generated soundstage. For music listeners, it means a more seductive, interactive way to hear tunes. For the artist and producer, it empowers them with a new toolbox to capture their sounds and evoke emotion. For this article, we're going to take a deeper dive into Sony's 360 Reality Audio.

The really cool thing about any of the new immersive technologies is that they work without the need to purchase new equipment. For artists and producers, it means only adding a software app to their Digital Audio workstation (DAW). For music consumers, you can keep the same pair of headphones, no upgrades necessary.

Sony's 360 RA recording software features an amazingly easy to understand interface. Music tracks, whether vocals, basslines, synthesizers, drums, etc. show up as colorful orbs in a 360 degree soundfield screen featuring a headphone icon in the middle. The headphone represents the listener. Play back the tracks and the orbs come to life, throbbing on the screen. The artist and producer can now place that orb (instrument track) anywhere on the soundstage they desire, not only side to side, but front to back and up and down! Even more astonishing, these instrument placements need not stay static. The software also allows for animating instrument placement, so the synthesizers, for example, can move across the soundfield as the song progresses.



Pretty cool, eh? So, what does this mean for the music industry? Well, for starters, it gives producers and artists a reason to remaster some of the best-selling music of all time. Cha-ching, I can already hear cash registers ringing. Imagine your favorite duet with the vocals split so that each voice sings alone. How about listening to an entire symphony with the listener (you) placed in the string section? How about a Beatles song where you're placed between Paul McCartney and John Lennon? For new recordings, it means a whole new way to communicate to an artist's fanbase. Imagine also the applications of this sound technology on films, tv shows and video games.

Of course, all this great technology means nothing without the application of human creativity. Camera technology has improved by leaps and bounds since its inception 100+ years ago, but it still means nothing without the "eye" to capture a special moment. Immersive technology has given the industry a new instrument to play with. It will be amazing to see what this technology brings.

CAN YOU IDENTIFY THESE PLACES GODIGITAL HAS OFFICES?



Los Angeles



Colombia



Mexico City



Sri Lanka



CAN YOU IDENTIFY THESE PLACES GODIGITAL HAS OFFICES?



Belarus



South Korea



Taiwan



Japan



WELCOME

New Hires!

First Name	Last Name	Title	Business Unit
Aliaksei	Sakratarou	Junior Software Engineer I	AdShare
Samantha	Romero	Social Media Manager	YogaWorks
Yury	Hamolka	Middle Software Engineer	AdShare
Damitha	Wanniarachchi	Junior Motion Graphics Editor	AdShare
Pirashanth	Sithamparadesan	Salesforce Administrator	mitú
Alejandro	Reyes Suárez	Junior Data Analyst	mitú
Gabil	Murugesan	Media Campaign Analyst	mitú
Iván	Ospina	Post Production Editor	ContentBridge Systems, LLC
Salomé	Salcedo Rojas	Production Assistant	Latido Music
Yenesey	Muro	Customer Service Specialist	YogaWorks
Abigail	Galvez	Social Coordinator	mitú
Alexander	Klimov	QA Team Lead	AdShare
Andrea	Gonzalez	Content & Editorial Intern	mitú
Angelize	Colon	Content & Editorial Intern	mitú
Kimberly	Hoyos	Junior Production Manager	mitú
Kourtney	Edwards	Senior Account Executive	mitú
Shane	Evans	Operations Associate	ContentBridge Systems, LLC
Aliaksei	Halanau	Junior Software Engineer	AdShare
Sarah	Diaz	Customer Service Specialist	YogaWorks
Denver	Howson	Junior Motion Graphics Editor	AdShare
Hasith	Edirisinghe	Junior Motion Graphics Editor	AdShare
Jacob	Chavez	Assistant Editor	mitú
Oleksandr	Danylenko	Branch Manager Argentina	AdShare
Camilo	Zoque Umbarila	Customer Service Representative	GDMG Commerce
Katerin	Ortiz Morales	Public Relations & Content	Cinq Music Group
Mikhail	Shamchuk	Junior Frontend Engineer	AdShare
Thiruni	Malsha	Staff Royalty Accountant	GDMG
Diana	Acosta Garcia	Production Assistant	Latido Music
Edwin	Garcia Correa	Marketing Editor	mitú
Maria	Ruiz De la Hermosa	Customer Service Specialist	YogaWorks
Juan	Bayona Ortiz	Tentpole Series Offline Editor	Mitú

WELCOME

New Hires!

First Name	Last Name	Title	Business Unit
María	Amaya Cáez	Tentpole Series Offline Editor	Mitú
Rodolfo	Chivatá	Tentpole Series Offline Editor	Mitú
Eric	Allington	Assistant Corporate Controller	GDMG
Claudia	Oviedo	Sales Planner	mitú
Monica	Rodriguez	SnapChat Manager	mitú
Juliana	Meneses Robayo	Buying Assistant	GDMG Commerce
Lizette	Prieto Huertas	Senior Ad Trafficker	Mitú
Raul	Bueno	E-Commerce Manager	GDMG Commerce
Uladzislau	Malashchanka	Project Coordinator	AdShare
Tania	Galvez	Customer Service Specialist	YogaWorks
Logan	Mulvey	Chief Revenue Officer	GDMG
Jairo José	Palacio	Production Intern	Latido Music
Natalia An-drea	Hernández	Graphic Designer	GDMG Commerce
Catalina	Gutiérrez Velandia	Graphic Designer	Yogaworks
Andrei	Bulakh	Software Engineer	AdShare
Guillermo	Vergara	PHP Developer	AdShare
Vimukthi	Sankalpa	Staff Royalty Accountant	GDMG
Ryan	Flanagan	Manager, Digital Distribution/ Content Operations	Cinq Music Group
Rahul	Gindwani	Junior Product Manager	GoDigital Property Hold-ings
Raven	Duncan	Marketing Specialist	YogaWorks
Alicia	Agramonte	Creative Producer	mitú
Dan	Unger	VP, Customer Acquisition	YogaWorks
Givantha	Dias	Optimization Specialist	AdShare
Nishrin	Rieza	Optimization Specialist	AdShare
Suanny	Garcia	Editor In Chief	mitú
Yuraani	Vargas	Curatorial Support Intern	Latido Music
Emma	Rykebosch	Executive Assistant	GDMG
Katsiaryna	Budai	Digital Distribution Business Analyst/Project Coordinator	AdShare
Miguel	Duque Ferro	Graphic Designer	GDMG Commerce
Edwin	Garcia	Sales Director, Western Region	mitú



CONGRATS

JASON PETERSON

FOR BEING NAMED A 2021 BILLBOARD
LATIN POWER PLAYER

FROM EVERYONE AT CINQ MUSIC GROUP



ANUEL / DADDY YANKEE / FUERZA REGIDA



HAZE / KEVIN ROLDAN / NATANAEL CANO / ÑENGO FLOW

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