



# HAPPY HOLIDAYS

**Jason Peterson** Chairman & Chief Executive Officer

For many cultures the end of the year brings holidays which are a time of thanksgiving. I WANT TO EXPRESS HOW THANKFUL, GRATEFUL AND PROUD I AM TO WORK WITH THE MEN AND WOMEN ON OUR TEAM.

All markets have life cycles. All businesses have life cycles. The pace of innovation in our world will continue to increase. We will see more technological advances in the next 10 years than we did in the past 30. Change is normal. In the midst of this ever shifting sea we have continued to innovate, to be first, to be market leaders. For example:

- **AdShare** now optimizes YouTube for 3 of the top 5 record labels in South Korea.
- **Cinq Music** in the past 12 months has been nominated for Latin Rhythm Label of the Year at the Latin Billboard Awards against Sony and Universal AND has won a Latin Grammy.
- We believe **Cinq Music** may have a record nominated in an album of the year category at the regular Grammys.
- **VidaPrimo** continues to be the largest pure play music video multi-platform network by unique users. Our audience is by some measures 90% the size of AwesomenessTV.

YOU HAVE INSPIRED ME WITH YOUR CONTINUED COMMITMENT TO EXCELLENCE AND INNOVATION.

I also must express a more somber note. One of our own, **Ilya Verkhavou**, has died. He leaves behind his wife and 2 children. Our hearts go out to him and his family. We have set up a fund to help his family pay their expenses. Anyone who would like to donate please email [prem@panickerlaw.com](mailto:prem@panickerlaw.com)

Ilya was a software engineer in our Belarus office and a long time friend of our team members there. He will be missed. Ilya's passing makes us stop and reflect on the nature of life and work. I believe life is largely about how we 'feel'. This concept can be applied in almost any context: at work whether selling or relating to co-workers, personally as humans with regard to our physical, mental, emotional and spiritual well being. I believe that balance and self care are key to performing well over the long term. There are times to sprint, but life is a marathon so be sure to take care of yourselves and be safe wherever you are.

Jay Winship said it best in one of our conference sessions '**we leave no man or woman behind**'. Should you ever find yourselves in an emergency please feel free to always call Jay or myself. Our cell phones are in the company directory.

Best Regards, **Jason Peterson & Jay Winship**



# WHAT'S INSIDE...

*table of contents*

03

**CONTENTBRIDGE** NAMED TO BOARD...

04

**ADSHARE** CLIENTS IN 2016

05

**VIDAPRIMO** APPOINTS STEPHEN BROOKS

06

**CINQ** ARTISTS TO WATCH IN 2017

07

**GODIGITAL** WELCOMES NEW EMPLOYEES

08

**ROADTRIP** PHOTOS



## NAMED TO BOARD FOR ENTERTAINMENT MERCHANTS ASSOCIATION

### **CONTENT BRIDGE IS LEADING PROVIDER OF PROGRAMMATIC CONTENT DISTRIBUTION FOR MEDIA AND ENTERTAINMENT, WAS NAMED TO THE BOARD OF THE ENTERTAINMENT MERCHANTS ASSOCIATION (EMA).**

ContentBridge Systems, LLC was named to the board of Entertainment Merchants Association (EMA). The announcement was made by company CEO Jason Peterson. ContentBridge is a leading provider of programmatic content distribution for media and entertainment and will serve through 2019. The Entertainment Merchants Association (EMA) is a not-for-profit international trade association dedicated to advancing the interests of the \$41 billion home entertainment industry in the United States.

**"The knowledge and expertise that Jason brings to the Board is invaluable to the association,"** says EMA President and CEO Mark Fisher. **"He is a visionary thinker who will be instrumental in helping to insure we continue to represent and adapt to the changing home entertainment industry."** For his part, Peterson says, "I'm elated that ContentBridge Systems has been elected to an Entertainment Merchants Association board seat. As ContentBridge's appointee to the board I'm excited at the opportunity to serve the community I've been a part of for 17 years. The EMA has played an important role in the paradigm shift from physical to digital as the trade group representing the entire ecosystem from studio to retailer. Going forward it will be at the nexus of the convergence of movies, television, VR/AR and short form video content."

#### **Award-winning Programmatic Content Distribution**

**ContentBridge** is an active member of the EMA, garnering the prestigious Digital Innovation ("Digi") Award in 2014. Through its Equinix data center, ContentBridge continues to democratize today's digital supply chain, giving every content owner access to the same powerful software that allowed the world's largest entertainment conglomerate to save over \$100MM and make a seamless transition of its supply chain capabilities from physical product distribution to 24/7 digital streaming entertainment. Just a few mouse clicks in the cloud gives content

holders the ability to instantly move their entertainment into the digital domain. Whether it's just short films for a multi-channel network or a library of 500 movies for a studio, the software allows any owner the ability to organize and quality assure their library, understand their distribution readiness relative to their avails, and digitally distribute and monetize their content worldwide and on-spec to over 200 different digital retailers.

#### **About ContentBridge:**

ContentBridge provides automated supply chain software solutions to Fortune 1000 companies, major studios, major digital retailers, independent producers and distributors. The company enables content holders to manage and deliver movie, television, short-form and music content to owned and operated OTT channels as well as third party digital media retail and broadcast more efficiently than traditional postproduction operations.

“

*Going forward the EMA will be at the nexus of the convergence of movies, television, VR/AR and short form video content.*

”

~ Jason Peterson  
ContentBridge CEO

# A SAMPLING OF AdSHARE CLIENTS IN 2016



# APPOINTS **STEPHEN BROOKS** EXECUTIVE VICE PRESIDENT AND GENERAL MANAGER



## VIDAPRIMO, THE PREMIER MULTI-PLATFORM NETWORK FOR LATIN RHYTHM MUSIC

VidaPrimo, the premier multi-platform network for Latin Rhythm music, has named Stephen Brooks as Executive Vice President and General Manager. The announcement was made by GoDigital Media Group Chairman and VidaPrimo CEO Jason Peterson. **Brooks will help expand the music network so that it can be accessed on any device and through any service, uniting both music fans and interested brands in the process.**

### GLOBAL MEGATRENDS

"Stephen Brooks is a rare combination of studio executive, startup entrepreneur and multi-linguist," states Peterson. "He has the perfect aggregation of skills and abilities to lead the next generation of localized music television on the Internet." For his part, Brooks loves working with Peterson on the music side of the business. "I firmly believe that we're entering a new Golden Age of Music. Consumption is on the rise, and business models are catching up to listener behavior. VidaPrimo is at the intersection of several global mega-trends, including the proliferation of digital devices, 4G connectivity and the popularity of Latin rhythm music, which now has huge fan bases on all six continents."

### CREATING VALUE

Brooks has spent the last eighteen years working in content marketing and distribution for major entertainment companies Technicolor, Paramount Pictures and Warner Home Video. The Princeton-educated, USC Marshall School of Business MBA has seen the entertainment industry transformed by digital technologies. "There are so many more ways to create value from content than ever before," he says. "The digital shift has made life more complex, but in complexity lies opportunity. Whether it's ad-supported platforms, subscription streaming, Over The Top platforms, global distribution, composition and related rights management or leveraging social media followings, the audiences are there, in droves."

### REMOVING BARRIERS TO GROWTH

Prior to joining VidaPrimo, Brooks provided business planning and strategic support services to a multitude

“

*Brands need to know what an amazing branding vehicle Latin rhythm music and its artists can be.*

”

**~ Stephen Brooks**

Vice President and General Manager

of entertainment technology startup companies. He quickly became intrigued with the potential of VidaPrimo. "VidaPrimo already provides a value chain of services that no other entity can match in our genre - from production to promotion to distribution to artist-brand integration," says Brooks. "My function is to remove the barriers and the friction that keeps value from flowing freely through the chain. Fans need a user interface that empowers them to enjoy music videos, and connect with the favorite artists, anytime, anywhere. Brands need to know what an amazing branding vehicle Latin rhythm music and its artists can be."

### END GAME

When asked what VidaPrimo might look like in a few years, Brooks states, "If we're doing things right, we'll have grown VidaPrimo into a brand that has the same recognition and equity as an MTV or VEVO. We want to be the #1 global music-oriented multiplatform network, that fans can access on any device, through any service, including their local cable or satellite provider."

# ARTISTS TO WATCH IN 2017

ALVARO DIAZ



CAMILA LUNA



MIKE TOWERS

ANUEL AA

“

*We are going to build Cinq Music into the number one music company to work with in the independent Latin music market.*

”

~ Barry Daffurn  
Cinq co-founder and General Manager

“

*The increases in mobile internet speed and handset penetration in Latin America will continue to grow the user base of streaming services in our key markets.*

”

~ Barry Daffurn  
Cinq co-founder and General Manager





# WELCOME **NEW EMPLOYEES**

---

***Daniel Taborda***

CREATIVE DIRECTOR (COLOMBIA)

***Nicolas Florez Motato***

DESIGNER (COLOMBIA)

***Luisa Ivone Restrepo***

PUBLICIST (LATIN AMERICA)

***Erika Pulido***

ADMINISTRATOR & ACCOUNTANT

***Juan Sebastian Garcia***

TECHNICAL OPERATIONS (COLOMBIA)

***Cesar Perez***

COMMUNITY MANAGER (COLOMBIA)

***Mateo Cala Camancho***

SENIOR GRAPHIC DESIGNER (COLOMBIA)



# ROAD TRIPS



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



**JASON PETERSON AT A CONFERENCE ON THE FUTURE OF THE MUSIC INDUSTRY IN SAO PAULO BRAZIL.**



**JASON PETERSON AND BARRY DAFFURN OF CINQ MUSIC WITH TED KARTZMAN, HEAD OF INDEPENDENT LABEL RELATIONS FOR GOOGLE.**



**JASON PETERSON AT MUSIC BUZZ CONFERENCE WHILE TOURING SOUTH AMERICA.**



**JASON PETERSON HELPED RAISE FUNDS VIA THE CITY OF HOPE GALA. AROUND HIM ARE COH BOARD MEMBERS, MOST OF WHOM ARE LUMINARIES FROM THE MUSIC INDUSTRY.**