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SEP 2020 - JAN 2021

# NEWS



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**JASON**  
**PETERSON**

*CEO & CHAIRMAN OF GODIGITAL MEDIA GROUP*

# FEAR HAS NO PLACE IN THE ENTREPRENEURIAL PROCESS

**I**t is never lost on me that this organization I founded 15 years ago has become larger than me and you all continue to prove this. I want to express my gratitude to each and every one of you for taking ownership of your area of our organization and provide some thoughts on what we need to do to continue to grow in the future.

I view my job as CEO as providing vision and strategy and making sure we have the right human and financial resources to execute. Now that we are becoming larger and more diverse, business line and functional heads are naturally becoming charged with doing the same thing in their domains. In our July management all hands meeting, you heard from Steve Scott and Jake Kim that July was, by certain metrics, our best month ever. You heard from Juan Rivera Garza how music has proven it is now an essential service. We got here by each taking ownership of our respective areas of the business and executing the entrepreneurial process.

The entrepreneurial process involves iterating as quickly as possible on the product and business model for any new line of business until it validates as profitably repeatable and scalable. We have validated certain aspects of our business such as IP rights management and are scaling it. However, organizations that grow and prosper over the long term continue to go through business model generation and product/service development in parallel to repeating and scaling their current known business model to scale as they can. Google, for example, famously has its core advertising business and “other bets” on self-driving cars (Waymo), internet service (Google Fiber), internet of things (Nest).

As an example of business model generation occurring in parallel to our validated rights management business, we added eCommerce as a

pillar in our organization and we are in the process of validating that business model and product as profitably repeatable and scalable for us. This is a risky activity that we believe could have a large reward. I want to focus for a minute on the concept of how managing fear plays into success in our entrepreneurial process.

We’ve defined our mission generally as to inspire happiness through sharing creativity. Yet fear stifles inspiration and creativity. As an entrepreneurial organization it is necessary for us to take risks in the pursuit of growing new or existing lines of business. So how do we reconcile fear of failure with needing to take risks to grow?

This is in part a personal journey for each of the leaders in our organization to come to an understanding that you each have inherent value not defined by your failures along the way, and that we will judge you not by the success or failure of an effort, but by how you handle yourself in the process. At GoogleX, their leader, a gentleman named Astro Teller, openly celebrates failure so that there is no fear of ridicule for putting the most creative ideas forward, even if they sound crazy.

I want to plant the seed of an idea that fear of failure has no place among leaders in our organization. I want to plant the seed that failing smart involves learning to accept risk within a well-managed framework so we can normalize failing forward as part of our process. We will always reward smart risk taking in line with our values.

*Jason Peterson*

# WELCOME YOGAWORKS!

BY JASON PETERSON

We are all incredibly happy and filled with joy that we have made it through one of the toughest years the world has seen. At the same time, we've grown the business in 2020 with the addition of the mitu' family, the Beluga heights/ Jason Derulo acquisition and now, as of January 1st, YogaWorks. Your immediate reaction might be "Why YogaWorks?" so I want to share a quick overview of our strategy. Pre-Covid-19 pandemic, YogaWorks operated the largest chain of yoga studios in the US. It was publicly traded on the NASDAQ under the symbol 'YOGA.' During the pandemic the physical studios closed and YogaWorks quickly transformed into a digital media network in the health and wellness industry. Much like Peleton's remote spin-class model, tens of thousands of YogaWorks members now practice their yoga with instructors on demand and live online. Like mitu' and Latido Music, YogaWorks is a multi-platform network, although with some notable differences.

like Allstate, McDonalds and Disney through our Network's advertising solutions. We're good at this, so why wouldn't we sell some of our own products to these very same customers? E-commerce will allow us to do this.

Everything we do originates from the perspective of intellectual property rights management. Our music division manages music rights. Our networks division manages video rights. Now e-commerce will manage the rights to marquee brands beginning with YogaWorks. Over 30 years ago, YogaWorks pioneered the category in the US. Now Lululemon and companies like it dominate a \$10 billion dollar-a-year yoga apparel industry in the United States. Why should they have all the fun? We intend to compete and take some of their market share. **Welcome YogaWorks! Another avenue of growth and opportunity for GoDigital Media Group.**

1

**YOGAWORKS IS A SUBSCRIPTION BUSINESS.** THIS COMPLEMENTS OUR EXISTING BUSINESS UNITS, GIVING US AN OPPORTUNITY TO BECOME EXPERTS IN DRIVING SUBSCRIPTIONS. THAT WILL BENEFIT MITU' AND LATIDO'S EVOLUTION TO SUBSCRIPTION NETWORKS.

2

**YOGAWORKS IS IN THE HEALTH AND WELLNESS CATEGORY,** WHICH REPRESENTS AN ENORMOUS NEW MARKET FOR US.

We have long discussed our business strategy of music rights management and networks as the 21st century version of Sony Music and MTV. Now the evolution of that analogy is Sony Music and Viacom, which offers special interest channels like MTV, BET, Comedy Central, and Nickelodeon. We have also talked a lot about the \$600 billion dollar-a-year e-commerce vertical as an enormous opportunity. YogaWorks represents our second step, after acquiring the mitushop, in building an e-commerce line of business in our group. We have become experts at delivering customers for brands



**A**fter the successful transition of YogaWorks from Chapter 11 bankruptcy to the GoDigital Media Group through a 363 sale, we are excited to hit the ground running in 2021 to catapult YogaWorks' continued growth in the digital health and wellness arena. With the world's preeminent yoga instructors, YogaWorks is in a perfect position to further establish its presence in the online marketplace.

Initially, YogaWorks will look to continue to develop its YogaWorks at Home platform, which already offers the most extensive platform of both live-stream and on demand classes available in the marketplace. By utilizing Go Digital's expansive engineering and product development experience, as well as its robust content development background, YogaWorks will be able to evolve its position in the marketplace much more effectively than on its own. We are also excited about the synergies between YogaWorks and GoDigital's other business lines with customer and brand crossover as well as first in class shared services from customer and brand analytics to in-house tech capabilities. Q1 2021 is going to be a busy one, but we are excited about the possibilities!



# MATT SHECHTMAN

*PRESIDENT AT YOGAWORKS*



**BELUGA HEIGHTS**

**JASON DERULO**



**ACQUISITION**

# CINQ MUSIC ACQUIRES BELUGA HEIGHTS JOINT VENTURE WITH JASON DERULO CATALOG

## CHART-TOPPING ARTIST CATALOG COMES WITH ICONIC LABEL

Los Angeles - Cinq Music Group, the tech-driven indie record label, distribution, and rights management company, has acquired JR Rotem's Beluga Heights joint venture with Warner Records. Part of the deal includes the Jason Derulo catalog, as Derulo was an artist on Beluga Heights/Warner records. The announcement was made by Jason Peterson the CEO of Cinq-parent GoDigital and Cinq cofounder and President Barry Daffurn. Details of the purchase were not disclosed, although Peterson confirmed the acquisition was the largest in the company's history, surpassing the eight-figure deal in 2017 to acquire rapper T.I.'s catalog.

The Beluga Heights label, founded in 2006 by record producer/songwriter J.R. Rotem, brother/A&R exec Tommy Rotem, and manager Zach Katz, is known for developing such popular artists as Derulo, Sean Kingston and Iyaz. In August 2008, the trio formed a joint venture with Warner Records and the newly-formed JV became home to Derulo, Iyaz, and Auburn. JR Rotem has remained a top-tier producer on his own since the Beluga Heights label ceased operation in 2010.

"Zach Katz has been a friend and mentor for many years," says Peterson. "We were elated when the opportunity arose to acquire Beluga Heights for two reasons; the caliber of the three individuals involved and the fantastic talent they have signed over the years. We are grateful that they decided to support independents by selling to an independent."

Singer, songwriter and dancer, Derulo has sold over 190 million singles worldwide, with 11 songs going platinum. When Beluga Heights became part of the Warner Music Group, Derulo released his debut

single "Whatcha Say" in 2009. It sold over five million digital downloads, gaining an RIAA certification of triple Platinum, and reaching number 1 in the U.S. and New Zealand.

Derulo released his second single, "In My Head," in December 2009 and his debut studio album, "Jason Derulo," followed in March 2010. He released his second album, "Future History," in September 2011; the album was preceded by the release of the UK number-one single "Don't Wanna Go Home." Derulo's third international album, "Tattoos," was released in September 2013 and later repackaged as his third U.S. album, "Talk Dirty," released in April 2014. In 2015, Derulo released his single, "Want to Want Me," and recorded his fourth studio album, "Everything Is 4," released in June 2015.

This year, Derulo continues to rule the charts, last month releasing, "Savage Love (Laxed - Siren Beat)," with music producer Jawsh 685. The song reached 31 on the Billboard Hot 100 (US), fifth in Canada (Canada Hot 100) and peaked at #1 both in the UK (Derulo's fifth no.1 single) and in Australia (ARIA charts) two straight weeks.

"What Jason (Derulo) has been able to do for such a long time is incredible," says Daffurn. "He was with Warner Records for 12 years, has hits spanning that entire time period, and continues to make hit records today. When I first moved to LA to pursue a career in music, Beluga Heights owned the charts - to be a part of the story with Jason Derulo, and the Beluga Heights team, is an honor."

# MUSIC AS AN ALTERNATIVE INVESTMENT

BY STEVEN FISHER

Investing in music is a good way to diversify any portfolio because it's possible to get a high return on your investment with relatively low risk. Music is an investment class that is asset secured and produces a long-term predictable income stream like real estate but without the ongoing maintenance, CapEx or taxes. In many years music royalties prove less volatile than even real estate. Musicians occasionally sell all or part of the royalties for their songs and recordings, while investors can bid on them via online marketplaces. A better route would be to work with GoDigital Media Group instead of directly buying music rights off an exchange. Why? We'll get to the answer in a moment.

A typical way to invest in music is through an exchange. In music there are songs and there are recordings of songs. Both make money and the premise behind the well-known royalty exchanges is simple: depending on what the seller is offering, you bid for a percentage of a song, the entirety of a song or recording, or a catalog of songs or recordings, and receive royalty payments based on how much money the song/recording/catalogue earns during that period.

Depending on the deal, you will make money every time a song is streamed on Spotify, Apple, or YouTube, or potentially anytime it is performed live or plays on the radio and television. As with any other stocks, you can buy low and take a chance on a relatively unknown artist, hoping they will soar big time to fund your new house, or buy into a slow-burn best-seller, looking forward to steady, rock-solid returns.

Music income has proven to be remarkably resilient, given the volatility that technology has wrought the last 20 years. With music no longer meaningfully selling physical product, artists, record labels and everyone else in the music chain have found new and inventive ways to monetize their intellectual property. In the long run, selling shares in their music is often good for artists, allowing them to get paid royalties in one upfront sum rather than wait years while going into debt. Even better, artists can take a lump sum and invest in creating new revenue streams.

## DO THE MATH

Here are some examples of how deals work. Recently,

the rights to Jay-Z and Alicia Keys' "Empire State of Mind" sold for \$190,500 (public performance rights for ten years). The investor earned money when the song was played on the radio, in nightclubs, at public venues, and when a film or TV show featured the song. Turned out to be a great deal. A sample twelve-month period saw the owner's rights net \$32,733. Assuming this rate continues, the rights owner will net \$327,330, or a profit of \$136,830 (minus some brokerage and admin fees). That's an 11% internal rate of return as an annual cash coupon and a 1.72 multiple of invested capital.

Here are a couple more. Shares in the public performance rights to a catalog featuring hits by Beyonce, Drake, and Lil Kim recently went for \$27,200, and currently brings in about \$4,400 a year. In 2017, the rights to a catalog featuring 377 songs from "Sesame Street" sold for \$580,000. That children's show has some real legs, having been on TV over 50 years and still going strong.

## WHY GODIGITAL INSTEAD OF AN EXCHANGE

Here is why you should avoid the exchanges and use GoDigital to leverage music as an alternative investment. Says GoDigital CEO Jason Peterson, *"Investors should put money with us because we source off-market deals at higher returns. Sometimes our deals are more complex, but it's the ability to manage complexity and the infrastructure to optimize rights that generate much larger returns than any deal investors can find on an open exchange. GoDigital's worldwide infrastructure has proven it can meaningfully increase returns through an active management approach. If you just purchase on an exchange, it's more of a passive investment, subject to whoever is already involved and a layer of risk you can't assess; Overall, investing in music is better than buying a bond: music will give you double, triple or quadruple the return over 100 years. Return profile is 3x better than a triple-rated bond. During this pandemic, statistics show that streaming music is now deemed as an essential service, right after food, water and shelter."*

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**THERE YOU HAVE IT. NEXT TIME YOU THINK OF ALTERNATIVE INVESTMENTS, LISTEN TO THAT SONG PLAYING IN YOUR HEAD. CHANCES ARE IT WILL MAKE FOR A SOUND INVESTMENT.**

**A**long with the Beluga Heights catalog comes the rights to a chart-topping artist in his prime. Jason Derulo is a singer, songwriter and dancer. Known for his strong work ethic, Derulo is beloved by audiences across the globe for his combination of pop, R&B and hip-hop.

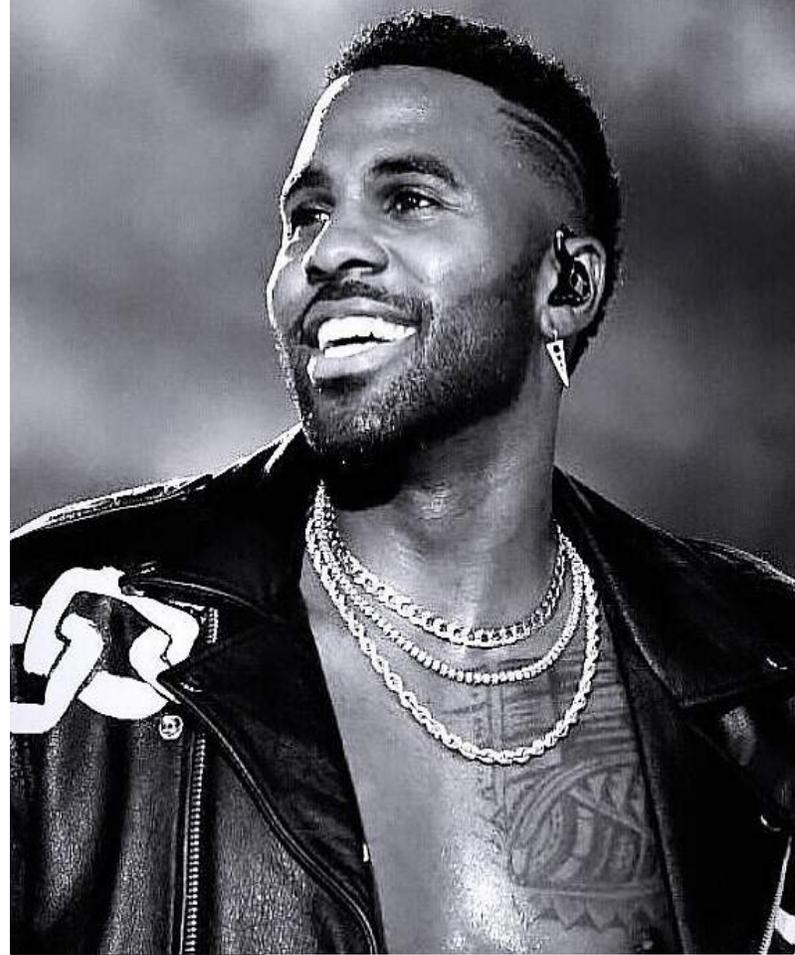
From the start, Derulo has been nothing but a multi-platinum hit machine, 11 times platinum to be exact. Derulo hails from Florida, the son of Haitian parents. He attended performing arts schools and started attracting attention for his musical talents as a teenager.

Derulo began his career writing songs for other artists, including Diddy, Danity Kane, Donnie Klang, Sean Kingston, Cassie and Lil' Wayne. He was discovered by J.R. Rotem and signed to Beluga Heights and Warner Bros. Records.

In August 2009, Derulo became a solo artist, releasing "Whatcha Say". It was produced by J.R. Rotem with additional production by Fuego. The track heavily samples the Imogen Heap song "Hide and Seek". In His song debuted at number 54 on the Billboard Hot 100, and hit number 1 in November 2009. The single's music video was released in September 2009; after the single became successful, Derulo began work on his debut album. He released the second single from his album, "In My Head," in December of that same year. It debuted at number 63 on the Billboard Hot 100, racing up the chart to number five.

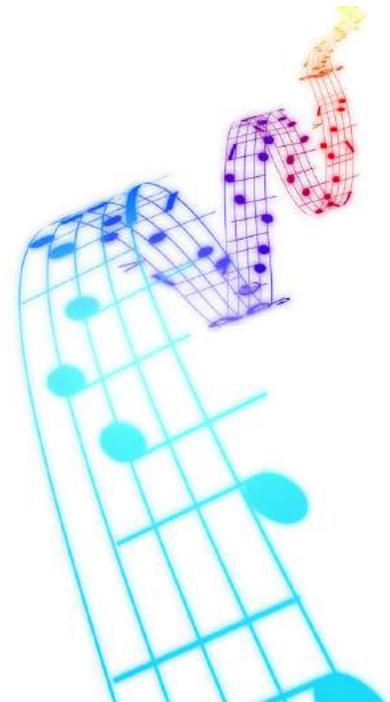
Derulo's debut album, "Jason Derulo," released March, 2010, first charted within the top ten of the UK and Irish Album Charts in early March 2010. The artist spent six weeks promoting the album in his appearances as one of the opening acts for Lady Gaga's "Monster Ball Tour." The third single of the album "Ridin' Solo," was released worldwide in April, 2010. By July, the single had reached number nine in the Billboard Hot 10. Derulo was featured in a song by new artist Will Roush called "Turn it Up," which also features Stat Quo and Young Buck. He has collaborated with UK singer Pixie Lott on a song titled, "Coming Home," from the re-released edition of her album "Turn It Up."

More award-winning albums have followed, including Future History, Tattoos, Talk Dirty and Everything is 4. Last year, Derulo went out on a lengthy 2Sides World Tour. In June of this year, Derulo sparked controversy after he released a song titled "Savage Love." Without properly clearing and attributing a prominent sample in the song to New Zealand music producer Jawsh 685. The clearance issue was resolved and the song, which went viral on TikTok, was eventually re-released as "Savage Love (Laxed - Siren Beat)", credited to both artists. The song peaked at number one in the UK, becoming Derulo's 5th number one in the country and Jawsh 685's first number one single.



**JASON DERULO**

**CHART  
TOPPING  
ARTIST**



# FROM DOUG'S DESK

It is truly an exciting time to be part of GoDigital Media Group. We are still clearly dealing with a very challenging 2020, but the determination and resilience of our teams is incredible. The results speak for themselves.

You may hear the refrain: 'People, Process, Technology' spoken from time to time. This is just one lens that we use when thinking about transformations to our business operations.

## PEOPLE

It all starts with people. Through this summer, we added talent in just about every business area: analytics and consumer data; ad trafficking; creative; production/post-production; content operations; account management; Ecommerce; rights administration; finance, and software development. We launched a pilot of AspireVue's Workplace Performance, a tool that will help develop leaders throughout the organization.

## PROCESS

As we grow, efficient (and yes, structured) processes are vital for us to scale and avoid legal or regulatory issues. A new sales and contracting process for our music business is rolling out. We are also implementing new contracting processes for brand advertising campaigns. We are in the middle of revamping our recruiting, hiring, and on-boarding processes for employees, contractors, freelancers, temps, and consultants.

## TECHNOLOGY

One of GDMG's core strengths is leveraging technology to improve effectiveness and efficiency across the business. While no one will say this was painless, we are much closer now to having an Ecommerce technology platform that we own and fully control. This platform will allow us to innovate direct-to-consumer businesses we have yet to imagine. Our Finance and Administration team completed a successful NetSuite implementation that will pay huge dividends in financial control and visibility. Our intrepid VidaPrimo team in Colombia is breaking new ground by piloting SuiteCRM, a completely free and open source CRM system to plan and execute marketing campaigns. Josh Lazo led a Consumer Data Platform source selection, which will usher in new data

-driven capabilities to grow and monetize audiences. Lastly, we kicked-off the implementation of SuitePeople, a complement to NetSuite that allows us to bring all of our human resources processes and data together worldwide... which brings us right back to people.



# DOUG REINART

COO AMERICAS GODIGITAL MEDIA GROUP

*The remainder of 2020 will be just as exciting at GDMG, to be sure.*

# THE TRANSFORMING POWER OF THE WORD



**PAOLA  
COLMENARES**

GENERAL MANAGER VIDAPRIMO / CINQ MUSIC LATAM

A famous warrior returning from battle, proudly the soldier lowered his sword, smirked, and resumed his place among the crowd, carrying his undefeated sword at his waist, found a group of people listening to a spiritual master along the road. He placed himself among the furthest people and listened to the teacher for a while until, irritated by what seemed to him pure charlatanism, he abruptly interrupted the teaching:

*"All you do is speak! Words are useless. Words are blown away by the wind."*

The master looked at him for a moment, and with significant serenity replied:

*"Only a fool like you whose head is half empty and cowed from the received blows can say such a stupid thing."*

The warrior jumped forward quickly in four long steps and faced the master with his sword, ready to cut him in two.

*"How dare you tell me that?"*

*"Oh! I didn't recognize you!"* said the master.

*"But I see in your agility, skill, and bravery, one of the most skilled warriors who has ever set foot on our land. I pay my respects to you."*

*"I hope that,"* said the teacher looking at him with a smile *"... in the future, you have more respect for words since with them I made you come to me, took you to a hell of fury, and then calmed you down and returned you to your place."*

From that day on, the soldier joined the teacher and became his disciple for many years.

**Anonymous**  
*Traditional Japanese Culture Tale.*

Generally, the importance of communicating in our job environment is mostly unknown. Like the soldier in the tale, we use phrases such as: "the problem is people talk a lot and work little," 'if we talk less, we will work more.' 'We have to stop talking and get to work,' or even worse, **WE SIMPLY DON'T SPEAK** at all.

In today's world, we must generate new theories and concepts that help us understand the different challenges we face in our work.

In this regard, communication, and its link with human activity are some of the keys that allow us to face issues ranging from personal development to productivity in the workplace.

Employees have been a critical element in expanding our work in our territory and the Entertainment Industry (intangibles or creative economy). Relationships developed through social interaction, move it, clients and their primary assets are the result. We help get their content to the largest number of consumers worldwide and protect their economic rights.

Communication is a vital part of our business. Our relationship with our clients should also be within our company, with greater relevance in the music business area.

We are developing several programs that will allow us to share our knowledge, train us, grow as a team, get to know each other.

It is important to know what other people do in each area, what their work is about, and how they articulate. Knowing that, we can have better relationships and expectations. We are not autonomous islands or individuals that work without needing anything or anyone to survive. Without this communication, teamwork can become chaos.

Each department, territory, and area is a fundamental part of our system. We must communicate assertively, know each other, and recognize we all are important; each labor performed in each area is necessary for the company, projects, and clients to be successful.

Years ago, I understood the transforming power of the word. That is why we are putting together teams by objectives related to development areas (music and entertainment, content, among others) without forgetting that we come from different cultures but are still part of the same family, the GoDigital family. For some it is an excellent chance to jointly create the areas in which we dream to work, reorganize the house, give feedback, and strengthen a constant, multicultural, and open communication. Having the ability to understand others, listen to each other, and enhance ourselves as

people and companies.

Since June of this strange 2020, in my new role as General Manager of VidaPrimo globally and General Manager of Cinq Music in Latin America, we have several goals, objectives, and programs that I would like to share with the entire GoDigital family, some of them are:

- A** THE EXPANSION OF OUR PRESENCE IN NEW TERRITORIES AND MUSICAL GENRES.
- B** THE CREATION OF MULTI-TERRITORIAL AND BILINGUAL LEGAL TEMPLATES.
- C** THE DEVELOPMENT OF NEW PRODUCTS AND SERVICES FOR THE MUSIC INDUSTRY SECTOR IN THE AMERICAS.
- D** HUMAN TALENT RETENTION AND BENEFITS PROGRAM. BETWEEN THIS PROGRAM SEVERAL POINTS; ON THIS OCCASION, I WILL HIGHLIGHT TWO:

- Knowledge Transmission Program and interbrands training, countries, and companies: thanks to everyone who has taken part in the sessions that have taken place so far. An average of 27 to 35 people attended each session. During the rest of 2020 and 2021, we will be sharing new classes, workshops, and conversations on music industry, entertainment, technology, creativity, and personal growth topics.

- English and Spanish coaching programs: Beginning in September, we will have a language teacher and coach for some employees; we understand that in the music business, communication skills are vital, so teacher and coach Hans Vollert (who is also a musician) will be helping us to understand each other better internally and with our clients through his English and Spanish classes.

**T**he Music world is transforming from the inside out. It makes us change our language and training, making us grow, and work on our strengths/weaknesses to make Cinq Music one of the most important record labels in the Americas. This digital label boutique allows you to grow, keeping your independence. On the other hand, VidaPrimo is becoming the world's largest multi-channel network for Latin music content. One of the best marketing agencies specializing in music content.

Our conversations determine the quality of our connections. Through our conversations, we create new events and different futures.

We call for a new project, elaborate and transmit our vision, propose new objectives, propose new ideas, and do all this by talking with others.

Our conversations determine our possibilities. Through our conversations and our narratives, we create new meanings and shape other people's perceptions.

When we propose a different interpretation or develop a new theory, when we tell a story, shape a metaphor, train someone or educate our children, in all cases, we are using the transforming character of the word to influence the way of perceiving reality.

I invite you to get to know each other, to recognize the virtuality of these days of confinement does not blind us to the magic and construction born from a word or a good conversation with your colleagues, with your work team.

If we dwell in language, learning and transform ourselves through words and actions through our conversations, conditioning our possibilities, and determining our performance's effectiveness and constitute us in the being we are, we should ask ourselves how skillfully and effectively we speak and listen.

**LET'S COMMUNICATE AND LEARN TO LISTEN. WITHOUT FEAR, WITHOUT RESTRICTIONS, AND WITH THE COMFORT THAT WE ARE AMONG FRIENDS AND COLLEAGUES. EACH WITH A DIFFERENT CULTURE, DIFFERENT LANGUAGES WITH A SINGLE COMMON GOAL:**

*To be the best in our area and be happy in the process.*

**“TO INSPIRE  
HAPPINESS  
THROUGH SHARING  
CREATIVITY”**



# GODIGITAL MEDIA GROUP EXPANDS VIA ACQUISITIONS, E-COMMERCE

## NEW MERCH DIVISIONS/E-COMMERCE OPPORTUNITIES PROPEL GROWTH

**G**oDigital Media Group, has expanded two ways in 2020, via acquisitions, and most recently with the creation of new e-commerce verticals. Says GDMG CEO Jason Peterson:

“The acquisition of mitú makes our foundation much stronger.” Going forward, the mitú shop and other e-commerce divisions gives us a new vertical with added revenue streams for the company and our artists.”

Adds Doug Reinart, GDMG COO Americas, “Ecommerce is now our third pillar of business, joining intellectual property and audiences. We see ecommerce as a vital way to support and grow the other two pillars, not just a way to generate new revenue by “selling stuff.”

**ECOMMERCE ENHANCES THE CONNECTIONS WE MAKE WITH OUR AUDIENCES, AND DIRECTLY GROWS THESE AUDIENCES.**

As an example, Reinart discusses expansion of GDMG’s mitú ([www.waaremitu.com](http://www.waaremitu.com)) mercado. “This is a marketplace that features truly one-of-a-kind products from Latinx business owners, who are already vital members of the mitú audience,” says Reinart. “On the music side, we want to provide an easy and effective platform for our artists to build their music via follow through merchandise. Achieving a mutually supporting cycle flowing between IP rights, audiences, and commerce is something we believe is both sustainable and special.”

GoDigital Media Group includes independent label Cinq Music; digital rights management company AdShare; digital supply chain company ContentBridge; digital media holding company Latido Networks, (where Mitú coexists with 24/7 connected TV channel Latido Music), YouTube Latin music-focused MCN VidaPrimo and multicultural podcast company reVolver.

The latest revenue streams include:

## mitú

One of the mitú shop’s most popular items is the almost always sold-out **Guacardo**, a full-figured avocado shaped plushie doll. What started out as a silly animated avocado that loved to dance and eat caught the internet by storm. The worldwide popularity of the character has spawned plushie dolls, pins, t-shirts and a soon to be released animated series.

## Cinq STORE

The soon-to-go-live Cinq Music store will offer exclusive gear from Cinq artists such as Nengo Flow, Sy Ari Da Kid, T.I. and other special features.



# HOW I SPEND MY DAY

## DIANA SCHWEINBECK

*DIRECTOR OF MARKETING, CINQ MUSIC GROUP*

“The first thing I want to say is the music industry is not and never will be 9-5 and that’s something I’ve learned from the very beginning. I like to start my week by making my weekly schedule and list of tasks that need to be completed.

I’ll start with Mondays, at this point, I already have the majority of my meetings scheduled throughout the week including my Cinq team, marketing companies and artist/management. I like to keep my email cleared so I make sure to only have the emails of tasks that need completion unread. Throughout the week, I will continue my calls and look for different opportunities within the

DSP’s as well as other brands for my clients and Cinq to be involved in. I am also checking each artist’s analytics daily to see any type of support added, spike in streams, etc. from their previous releases.

I like to complete tasks for my clients releases a minimum of two weeks out, so if that falls within that week, I will be preparing my pitch to gain support for their releases.”

**“I AM PRETTY MUCH ON CALL ALL DAY  
WHENEVER MY CLIENTS NEED”**



# CINQ MUSIC/LEMON PEPPER WET SPONSOR “VIRTUAL” JULY 4TH HIP-HOP FEST

FOUR HOURS, FOUR WORLD CLASS D.J.S SPIN RECORDS ON AMERICA'S B-DAY  
ONLINE EVENT / HIP-HOP FESTIVAL FREE ON DICE TV



**L**os Angeles-Lemon Pepper Wet (LPW) and indie record label Cinq Music teamed up this Fourth of July to bring music lovers the best in Southern Hip-Hop. Four world-class D.J.'s spun four hours of amazing music straight from the heart of Atlanta at Cam Kirk Studios. The D.J. lineup consisted of DJ Blak, Champagne Trap, DJ Blakboy and DJ Princess Cut.

Lemon Pepper Wet is an experiential series of events curated by longtime industry staple and Southern culture icon Paris Kirk. LPW represents a celebration of the Southern experience in its truest form. Because of Covid-19, Lemon Pepper Wet has opted to continue its mission highlighting the best in Southern music, food, and fashion. "The team was excited to partner with Cinq Music Group for our first virtual LPW," says Kirk. "Hosting

this in Atlanta at a creative hub like Cam Kirk Studios, people from around the world had an opportunity to feel what real southern culture feels like."

For its part, Cinq Music has long wanted to partner with Lemon Pepper Wet. "All our A&Rs are big fans, attending all of their events," says Cinq co-founder Barry Daffurn. "We're excited to partner with LPW while also supporting some of the music industry's best D.J.s. I want to thank each of them for providing us some great Hip-Hop music and a taste of SOUTHERN culture on the Fourth."

# WILLING TO BREAK IT WITH HIS FIRST SINGLE TITLED “DE MÍ”

In his first release titled “De Mí”, the artist collaborated with DVLP, Chiky and Josh Gudwin who have worked for global artists like Bad Bunny, J Balvin, Justin Bieber, Dua Lipa, Rihanna, Juanes, Becky G, Pedro Capó, Britney Spears, Lil Wayne and more.

One of our upcoming talents comes from Venezuela and he will be giving us plenty to talk about in the next few years. **Mystery and anonymity** have been around since the rise of Cozy, an artist who connects with different rhythms that will make you dance to his new music.

# COZY

CINQ RECORDINGS ARTIST PROFILE - COZY

# A NEW TALENT

**T**he *best of the worst*: This is how Cozy presents himself on social media. He is an artist who at the moment hides in the shadows, keeping a low profile but he has many surprises up his sleeve. Cozy is a singer, songwriter and producer born in Guayana, Venezuela living in Medellin, Colombia, signed with Cinq. Despite not revealing his true identity, the artist has written songs for big artists such as Fuego.

A well known person in the industry who has made a huge impact in the Cozy project is Chiky, who discovered the enormous talent and master behind the production of "De Mí." Cozy also had the opportunity to be working hand in hand with DVLP, one of the most recognized producers in the music industry.

The starting point of Cozy's career as an artist begins with his single titled, "De Mí," already available. Cozy's proposal is innovative. His first single "De Mí," produced by himself, Chiky and by DVLP is perfect for the summer, as it has rhythms of reggaeton and alternative R&B, and it features a magnificent interpretation of Cozy. "De Mí" is a sensual song which narrates a relationship in which the body and eroticism are always present," says Cozy. "In all the songs I make a lot of changes. For the first version I removed a post chorus and I changed part of the

lyrics. Adds Chiky, "We worked on the phone all the song and then we share it."

The song "De Mí" was mixed by well-known mixing engineer Josh Gudwin who has been one of the fundamental pieces in hits of artists like Justin Bieber, Bad Bunny, J Balvin, Dua Lipa, Rihanna and more.

For the music video, the artist decided to use animation to tell the adventure of a forbidden love, a relationship that goes beyond the end of the world and the sacrifices made. The animation was done by the colombian studio Cánido Estudio, who specialize working with digital content, and was directed by C. E. Santana & Ángel Martínez.

With this first single, Cozy hopes to conquer an audience that dances... thanks to his music! He also waits for the moment when he will be on the big stage including international music festivals, so he can become one of the new music offerings of the alternative urban genre.



# SY ARI DA KID DROPS 'A TOXIC HEARTBREAK'

VIA CINQ MUSIC

Los Angeles -- Cinq Music artist/songwriter Sy Ari da Kid raps on personal relationships via his latest album titled, "A Toxic Heartbreak," 15 songs for the not so faint-of-heart dealing with troubled relationships. Sy Ari is probably best known for the highly acclaimed jazzy TLC video currently going viral on TikTok, the single with over 10 million streams on Apple Music.

"A Toxic Heartbreak,' is spectacular," says Fotemah "Tmah" Mba, Cinq Music Head A&R for General Market. "What makes Sy unique is his amazing sense of lyricism. He understands how to translate to R&B (without punch-lines that go over your head), adding the perfect melodies on the topline. It's a talent very few artists possess." Tmah adds, "In the past Sy has put out records (such as

"New Malcolm X") dealing with major issues that plague our communities. But he also understands we all need balance, even while facing the current global pandemic and unrelenting racism. We personally all face highs and lows. Dropping this album now speaks to the ups and downs that make up a big part of our lives."

With "A Toxic Heartbreak" the artist again gets personal with introspective lyrics and great wordplay/metaphors capturing his hopes, dreams, ambitions and worries. The album continues Sy's "Heartbreak" series of work, starting with "B4 The Heartbreak" (2016) and "After The Heartbreak" (2018). The album includes production by Sy's in-house production team of Natra Average, Dub Tha Prodigy and Vntg Jag.



# CINQ MUSIC GROUP SIGNS ENTERTAINMENT ICON QUINCY

## DROPS NEW SINGLE/VIDEO "AYE-YO"

Los Angeles - Cinq Music GROUP has signed singer/actor/director Quincy and has just dropped the artist's second single of 2020, titled, "Aye-Yo." The announcement was made by Cinq President/co-founder Barry Daffurn. Terms of the distribution deal were not disclosed. Quincy Brown, better known by his mononym "Quincy," is recognized as a modern day renaissance visionary artist. He is an accredited actor, cultural content creator, fashion trendsetter, musician and tech entrepreneur.

*"I think I speak for everyone here at Cinq when I say we're ecstatic that Quincy is in the house," says Daffurn. "His new release "Aye Yo," establishes a new global sound while staying true to his R&B roots. His music has an authentic ability to connect cultures and eliminate barriers."*

For his part, Quincy loves Cinq Music's data-driven release strategies. "To work with a group that understands me on multiple levels is ideal for me," says Quincy. "I'm such a tech nerd and to see how it all works behind the scenes in an industry that is interconnected by all things digital provides continuous inspiration for me. Cinq empowers the music industry to invest in change and ignite people's ability to provide ongoing contributions to the music world."

"Aye Yo" is a dancehall infused with Latin elements and laid with R&B chords. Quincy worked with American-Trinidadian songwriter, Angele Hunte, probably best known for her Grammy-winning "Empire State of Mind" for artists Jaz-Z and Alicia Keys. The song was produced by top Latin producer DJ Buddha (Pitbull, Daddy Yankee, Lil John).

According to Quincy, his first single in two years came to life while envisioning a playful concept of falling in love with moments. "For me, love is a daily life adventure," he says. "The idea of 'Aye-Yo' is about how to be in love with the moment, however long it may last." The music video

is directed by Nic Stanich (Poo Bear, Chris Brown, Lil Dicky). Quincy's first single this year, "No Stress," has garnered over one million views and is featured on Spotify, Tidal and YouTube. It was also announced that Quincy will be the first celebrity face for Coach watches. He also recently announced a partnership with iconic pen and leather goods maker Montblanc.



When we talk about music, we talk about the songs. Some experts prefer to take a deeper dive, discussing elements of music history, composition and artist influences. But there's another side to music, the visual side of how a song is delivered. The physical elements of music can be so memorable and overwhelming, their impact is everlasting. Because of the

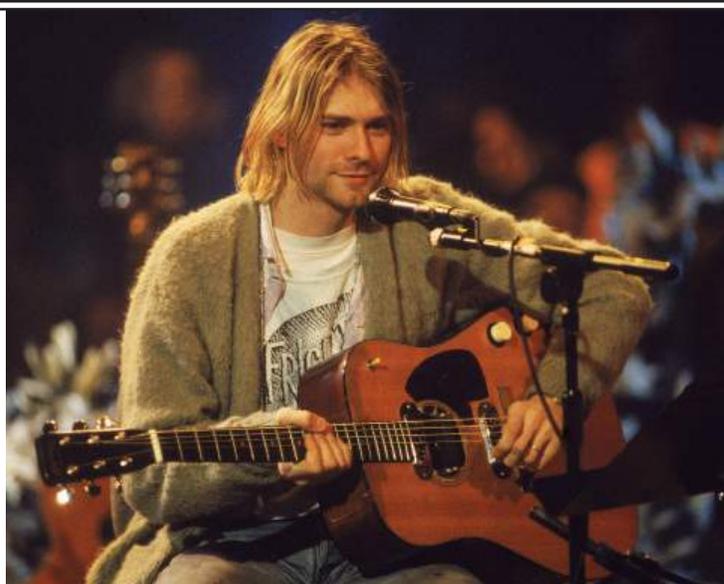
pandemic, live performances have been drastically decreased. This article is about giving a measure of gratitude for artists who realize a song's power comes from not only its composition, but how it's performed. Here is a small sample of moments that represent some amazing moments in artist performance.

# THE MUSIC, THE MAGIC, THE MOMENT...THE VISUALS BY STEVEN FISHER



## MICHAEL JACKSON'S MOONWALK

We all remember the song "Billie Jean," from Jackson's iconic album, "Thriller." Jackson and legendary producer Quincy Jones wrote the song, about a woman who claims he is the father of her son, a claim he denies. Jackson performed the song, a combo of post-disco, rhythm and blues, funk and dance pop for the TV special, "Motown 2: Yesterday, Today, Forever." Who will ever forget Jackson's sequined white glove as he performed what became his signature move, the legendary Moonwalk. Jackson looked like he was levitating as he glided backwards across the stage. It was an astounding moment, a legendary performer executing a legendary performance in celebration of a legendary label.



## NIRVANA "MTV UNPLUGGED"

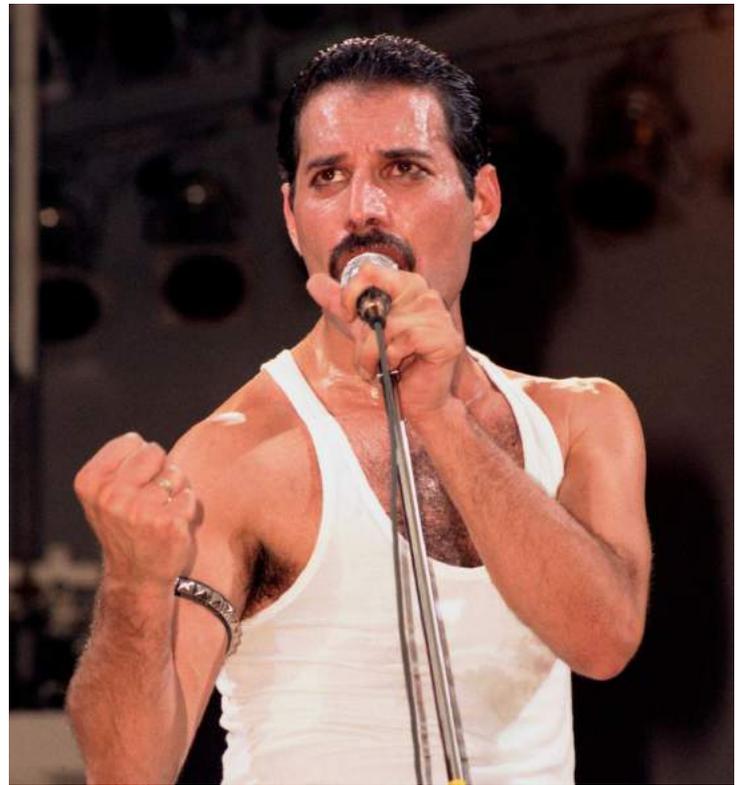
In 1993, just a short year before Kurt Cobain's death, the band performed an acoustic set of their music. Recorded at Sony Music Studios in New York City, GRUNGE music never sounded so potent or poignant. The 14 tracks played in front of a live audience will go down in history as one of music's great performances. Here Cobain comes off not as a screaming grunge god but as a lonely bluesman. Amazing. "MTV Unplugged" would go on to feature many great artists, their songs stripped to the bones and played on acoustic instruments. The Nirvana/Cobain performance was a bizarre occurrence, as the band was the last on the planet one would expect to see on corporate stiff MTV. A few years ago, Cobain's torn, cigarette-holed cardigan would sell for over \$200,000 at auction.



## **PSY'S GANGNAM STYLE**

**G**angnam Style was not a live performance. It was the music video that debuted in 2012 that changed the world. This one song, topping the music charts of more than 30 countries, influenced pop culture in ways that are still being felt. K-pop and dance-pop will never be the same. The video performance of PSY's dance choreography proved the power of YouTube to distribute and monetize music. Today, this song boasts 3.78 BILLION views and is still going strong.

**NEXT TIME YOU THINK ABOUT YOUR FAVORITE SONGS, A MEMORABLE VISUAL WILL PROBABLY POP INTO YOUR HEAD. WE'RE VERY LUCKY TO SHARE ALL THESE MEMORABLE MOMENTS IN MUSIC.**



## **FREDDIE MERCURY LIVE AID**

**I**n 1985, a huge famine gripped Somalia. With millions of people dying, Mercury and Queen hit the stage at Wembley Stadium and gave the performance of performances to raise money for famine relief. 100,000 people were bouncing up and down, as Mercury slid across the stage, playing some of the band's greatest hits. What the audience there and over 1 billion at home around the world witnessed was arguably the greatest live gig of all time. For six songs and 22 memorable minutes, Freddie Mercury owned the world. The Wembley audience was ready for Queen to perform, and Mercury was ready to deliver. In a concert featuring dozens of the world's great music artists, from Mick Jagger and Tina Turner to Sting and Phil Collins, Mercury stole the show. Mercury led the crowd in unison refrains, and his sustained a cappella vocal teases brought the stadium to its knees. Mercury's performance was as big as humanly possible.

**I hope that the aforementioned performances got you thinking about your favorite moments in music. I have so many honorable mentions I don't know where to begin. Elvis swinging his hips on TV. Johnny Cash playing to the prisoners at San Quentin, raising his guitar high on his chest as he sang a "Boy Named Sue." Stevie Nix of Fleetwood Mac spinning around the stage, showing off a favorite dress. There's the Sugar Hill Gang, Beastie Boys and the Who's Peter Dinklage "windmilling" his guitar. Madonna rollicking around the ground to "Like a Virgin." Jim Hendrix mopping up Woodstock with a new take on "The Star Spangled Banner."**

# NEW HIRES

## EMPLOYEES

**VIDAPRIMO**

**cinq**

**contentbridge™**  
Media Supply Chain Solutions

**mitú**

### **HUGO MORENO**

YOUTUBE PROGRAM MANAGER  
LATAM VIDAPRIMO/CINQ MUSIC

### **SAINTH VIRGUES**

OPERATIONS TECHNICIAN  
CONTENTBRIDGE

### **DAVID GONZÁLEZ**

GRAPHIC DESIGN  
VIDAPRIMO/CINQ MUSIC

### **JACOB STEWART**

ADMINISTRATOR, MUSIC RIGHTS  
MANAGEMENT AND DISTRIBUTION  
CINQ MUSIC

### **EDWARD BARRETO**

OPERATIONS TECHNICIAN  
CONTENTBRIDGE

### **JUAN DIEGO HUERTAS**

OPERATIONS TECHNICIAN  
CONTENTBRIDGE

### **DANTE SANSONE**

GRAPHIC DESIGN  
VIDAPRIMO/CINQ MUSIC

### **NATHANIEL PETERMAN**

MITÚ PRODUCTION COORDINATOR

### **TATIANA RAMIREZ**

MITÚ ACCOUNT MANAGER

### **STEPHANY REYES**

MITÚ SENIOR  
INTEGRATED CREATIVE

### **ANA VALENCIA**

MITÚ LEAD DESIGNER  
FOR MITÚ SHOP

### **LAURA MARTINEZ**

MITÚ JR ACCOUNT MANAGER

### **JOSH LAZO**

MITÚ DIRECTOR OF  
CONSUMER INSIGHTS

### **HUGO DE LA CRUZ**

MITÚ MIDDLE SOFTWARE  
ENGINEER III

# Cinq Music

## *takes over* the charts!

Cinq's team helped achieve 44 chart-topping tracks in the last year (2019) for Latin artists.

**+50**  
WEEKS

**Fuerza Regida**

Del Barrio Hasta Aqui  
Chart: Top Latin Albums  
Regional Mexican Albums

**+20**  
WEEKS

**Carin Leon**

Me la Avente  
Chart: Latin Airplay

**Haze**

Top 25  
2019 Year-End Hot  
Latin Songs Producers

**+90**  
WEEKS

**Arsenal Efectivo**

En la Fuga  
Chart: Regional  
Mexican Albums

**+45**  
WEEKS

**Natanael Cano**

Corridos Tumbados  
Chart: Top Latin Albums  
Regional Mexican Albums



**More**

**than music**

