



May - November 2019

NEWS

VIDAPRIMO **cinq** contentbridge™ AdSHARE



Message from Jason



Jason Peterson
CEO & Chairman of GoDigital Media Group

We are continuing to grow and I'm incredibly proud of the work our entire team is doing. The music industry is quadrupling in size and the \$287 billion dollar a year TV industry is re-segmenting over-the-top. Since our last newsletter we have closed a new credit facility enabling us to continue to make music and video acquisitions at scale and Cinq Music closed a landmark eight figure (USD) distribution deal with Rancho Humilde, one of the leading Mexican Regional record labels. At the same time VidaPrimo team launched Latido Music our 24/7 linear digital TV network which is the fastest growing business we've ever launched!

Going forward to continue to grow we need to endeavor to streamline our processes and technology to do more deals faster. Our goal is to automate the entire business end-to-end. This will reduce cycle times and errors and increase capacity. Our technology team is finishing up the automation of our accounting processes which will complete our workflow automation from content ingest through delivery and accounting (including a cool new app for our clients to check earnings). Next we will be moving towards automation of identifying content with traction and its valuation for acquisitions. I want to give a big thank you to Manfred Van Ursel for his impact as CTO. It has been transformational to have his leadership and vision on the team.

Concurrently with continuing to develop our technology in furtherance of growth Jay Winship and Hunter Paletsas have been building durability into our business to manage our risk. We start by building the organizational chart with redundancy, ideally with two people who can do any one person's job. Then we build institutional knowledge in the cloud. Jay and Hunter have been managing project Monte

Blanc to create detailed process documentation for all critical workflows in the company which will go into our new knowledgebase in Confluence. We are hiring a librarian to keep it organized and up to date.

Growth requires specialization and at our current scale the executive leadership of the company may not be familiar with all the things each and every one of you do on a daily basis. We may not be familiar with the conditions or politics you work within. We want to create the most inspired work environment possible for each of you to thrive. To do this we need your feedback. Feel free to contact anyone in the C-suite with your thoughts and suggestions on how to make work more inspired. ■

Vision

Industry Vision

- Recorded music will scale to \$60B a year from \$15B a year due to streaming
- \$287B / year PayTV industry will continue to resegment to OTT FreeTV and PayTV
- Think Globally and Act Locally

What Are We Doing? (Group Level Vision):

- Combining technology enabled IP rights management (Cinq, Adshare)) with the IP demand generation function (VidaPrimo, Latido) to create the Sony Music and MTV of the 21st Century, all under the same corporate umbrella. Our goal is \$1B in intellectual property rights under management within 10 years. Long term will do that by serving the global diaspora of large and fast growing rich niches such as Latin Music, Korean Music, Arabic language music. Group identity can be based on national origin, language, ethnicity or culture, etc.

Unit Level Vision:

- Cinq Music - Become the "4th major". A \$1B balance sheet within 10 years.
- VidaPrimo & Latido - Be the MTV of the 21st Century for Hispanic Millennials & younger. Be a true multi-platform hybrid linear / on-demand media company (Vice and Vevo had a Spanish speaking baby) within 18 months. We are headed to the cable bundle.
- AdShare - Solve the engagement problem for enterprises including our own.
- ContentBridge - Provide the best digital supply chain management platform in the world

Mission

Why are we doing this? (Mission)

- To inspire happiness through sharing creativity

How are we doing this? (Values)

- Through our people
- We are looking to build and maintain a culture of inspiration where our team members love the work and the environment they work in and they feel empowered and activated to move the ball towards the goal line.
- Fear has no place in our company.
- Fear of reprisal for speaking up
- Fear of whistle blowing
- Fear of failure. Failure is okay as long as your best effort is given.

Belarus Update



tracks and albums from Media Library could now be tied to contracts. System of earnings calculation allows to automatically calculate asset earnings by a contract

can create and deliver content using API available for the integration with third party products. The CC update has been made with the help of that particular feature. In the future, we want to make CB easier to integrate with, more flexible, easier to use thanks to microservice architecture.

After the content has been delivered to DSP, we start getting the revenue reports. So as to process these reports from 50+ DSPs the system Revenue Pipeline has been created. It unites and transforms the reports into a unified format that is understandable for the analysis and further usage. Now, we're working on a new feature that will make possible the closing of financial periods using contracts and clients' transactions.

It's essential to make research and experiments in order to update the systems. Our developers are wax enthusiastic about applying new technologies where they make sense and may lead to the improvement of user experience, more flexibility and productivity boost. Now, we're investigating the application of modularization to the authorization and logging systems, page generation, expanding and accelerating of various data-storage systems (ML, RW, RP).

Belarussian team has been recently expanded by 2 good QA Specialists from Sri Lanka, who help if not make the products bugless, then at least near to that as much as possible. It's really great, that different people from different countries are working on the same products. ■

Vitebsk is a sunny, old and cold city. It is located to the north-east of Belarus, 40 miles away from Russian border. Vitebsk is the cultural capital of the Republic of Belarus, furthermore, the cultural capital of three Slavic States: Russia, the Ukraine and Belarus.

Belarussian team is working on a varied range of tasks, meeting all IT needs of GDMG starting from public facing websites and ending with complicated processing and analytical systems of statistical and financial data. A monthly password reset looks like a "walk in the park" in comparison to other security measures that are undertaken in order to reach a top-priority goal, in other words, a High-level Security.

A smooth delivery process of our clients' albums and tracks to an impressive number of DSPs has recently been worked out. So now, a user can upload his content directly to CloudControl by clicking a couple of keybuttons and watch the delivery process. The System does everything on its own. Automatization is sick!

We've updated a mobile application for Latido Music, to follow a current Mobile First concept. Going forward, the client's app for CloudControl is on its way to beta testing.

Besides that, an updated and integrated into RP Contract System makes the setting of contracts' conditions more flexible (incl. adding of Deliverables and Advances):

on the basis of DSP reports. Maintenance wizard in the updated contract system makes it possible to update the contracts' conditions with just a few clicks. The contracts are constantly changing. Soon, they'll be complemented by a logging system as well as inter-company deals.

ContentBridge is a 10-year-old content delivery system, but in spite of its age it's still remaining an up-to-date system of storing, processing and delivering of clients' media data and rights to more than 50 DSPs. A list of available DSPs is constantly expanding. As time goes by, the market is changing along with its customers causing the change of the products. Now, CB is more mobile and weighs less. It





A typical Day at Office Sri Lanka

A typical day at the Sri Lankan office, in essence, is not too far from an “on-call room” at a hospital, it never ends! Now this may sound like a complaint, but on the contrary it is one of the many things that keep us on our toes and excited. This culture was not one that was enforced, but one that was embraced because of the dedicated individuals that have walked through our doors. From two individuals working at a coffee shop table five years ago, to an army of 30 passionate strong with a homebase to tackle a plethora of day to day operations, the Sri Lankan operations team (SL Ops team) is a physical representation of Adshare’s growth as a company.

Staying on the topic of operations, the SL ops team is separated into three main groups. The “Operations team,” “Finance team,” and our newly added “Development team.” Within our Operations team we have functional groups that assist different tasks and teams from Adshare offices spread throughout the globe. This may sound like a mouthful, but we have a dedicated, passionate, and skilled workforce to tackle and unearth dead bodies that turn up with working in such a volatile industry such as the music industry.

Some of the biggest tasks that we have is managing the data that comes through the multitude of catalogs that Adshare handles on a daily basis. Working along with the Dev team in Belarus and trying to streamline and lock down future proof processes that help the company process data faster is a battle that keeps us fairly occupied. Working with such a diverse group that’s scattered around the globe is a badge that we wear with absolute pride; however, it does come with a speed bump in terms of communication. Fortunately, the immense patience and respect that Adshare embodies helps us to overcome these issues.

It’s not always business on the floor. The SL ops team has a common obsession with food, video games and the occasional spurt of healthy activities such as “going outside.” Friday night has always been game night where we sit down and shoot the livingdaylights out of each other for hours on end, or we head out to play a game of cricket. It’s hard to pinpoint if the arguing happens the most on the pitch or at our seats playing “Call of Duty.”

All in all we are immensely proud to carry the Adshare flag because of the work culture,

opportunities made for each and every one of us, and mostly the team that has been created that revolves around our strive for growth and changing the industry for the better.

Sri Lanka at a glance

Sri Lanka is a country full of colour, variety and vibrance. This applies especially to its people. This is a multi-ethnic, multi religious and multi-cultural country. It is rare not to see a smiling face among the people of this island, who are said to be among the most hospitable and generous in the world. From the local fruit vendor, to the safari jeep driver and the lady at the local tea boutique, Sri Lankans are some of the most charismatic and happy people one could come across Sri Lanka is known for being an idyllic destination for holidaying, offering a diverse list of things to do at affordable prices, a number of activities to participate in, a wide variety of natural food to sample, and breathtakingly beautiful landscapes to enjoy. Following 30 years of civil war that ended in 2009, Sri Lanka’s economy has transitioned from a predominantly rural-based economy towards a more urbanized economy oriented around manufacturing and services. The country has

made significant progress in its socio-economic and human development indicators. Economic development and the spread of education brought about changes in society, including changes in the relationships between social groups. A community of entrepreneurs and professionals who were proficient in English emerged Sri Lankans tend to be calm and not loud when speaking (except for merchants) and when greeting others, it usually is with a smile more than with words, what workplace culture is like in Sri Lanka briefly. Building on the values of being “alive, inclusive and respectful, Sri Lanka’s work culture respects diversity, equal opportunity and an enriched work experience which are crucial components of a great workplace. Many work places in Sri Lanka practices an open office culture encouraging an open and transparent culture. It is no longer a one man show in Sri Lankan workplaces anymore but has been building a culture of teamwork, where all employees work together to accomplish common goals through open and honest communication across different levels of organizational hierarchy. Sri Lankan workplace culture has witnessed drastic and positive changes over the last few years. Rigidity at work places has eased off to a very large extent, a more relaxed dressing transformation is one of the important things we hear from lots of employees. We would also harp about the work-life balance which is becoming more evident in today’s workplaces in Sri Lanka, employers have more flexible onwards employees, moving away from traditional desktops to laptops, remote working opportunities, flexible working hours, investment in training and development to name a few. ■

VidaPrimo Launches Television Network Latido Music

Hybrid Linear-VOD Latin Music Channel available on Samsung TV Plus, LG TV Plus and Xumo

VidaPrimo, the world's premier Latin video network, is launching Latido Music, a 24/7 Latin Music Television network. The announcement was made by Executive Vice President and General Manager Stephen Brooks. The new network is available on Samsung TV Plus, LG TV Plus and Xumo On Now digital platforms. The Latido Music brand officially launched Thursday, June 6th.

The linear channel features hosted music video programs promoting current and classic releases from a library of thousands of official videos across the Latin Music spectrum. Latido Music will supplement video-centric shows with original music-oriented programming in the news, talk, reality and documentary formats.

"Latido Music gives today's Latin music a television-based platform in much the same way MTV did for new wave and heavy metal in the 1980s," says Brooks. "Our goal is to not only give Latin music fans a unique living room experience, but to aid in the discovery and socialization of this incredible music."

According to Brooks, the back-to-basics "living room" strategy is intentional. Recent studies by PwC and Nielsen ratings show that key audience demographics are moving away from traditional pay cable and satellite over to "Free TV" options available through smart TVs, streaming devices and over-the-air broadcast. "We consider ourselves to be the Latin Music channel that is an essential part of the digital

linear ecosystem," said Brooks. He added that digital-first brands like Tastemade and Cheddar have demonstrated the viability of broadcasting outside the cable bundle.

About Latido Music: Latido Music is a Television Network for fans of all genres of Latin Music in the United States, Latin America and Spain. Serving the population of over 100 million Spanish-speaking millennial and Generation Z viewers, Latido curates and creates engaging programming comprised of music videos, news, talk and reality shows, documentaries and more. Latido Music is part of VidaPrimo, the premier entertainment network dedicated to reaching Hispanic consumers through music. ■

Latido Music network is now available on Samsung TV Plus

The free digital entertainment service Samsung TV Plus available in the US, which includes multiple live streaming TV, added Latido Music channel to their diverse catalog. The platform offers channels with all kinds of content for any interest.

The 24/7 Latin music television network will program a mixture of music videos and original content, including news, talk shows, reality programs, and documentary-style programs. Through Latido Music, millions of television viewers will appreciate 17 TV shows including All Stars, Back Pack, Beat, Dembow, El mero Mero, Hasta Abajo, Hits, La movie, Lo más Fresh, New Wake, Parce, Let's Party, Pop Pop, Power Girl, Trapland, Under Rock and Latido Originals.

How do we do it?

This is an extensive process, where the daily grid of each 1-hour program is created -some programs are 2 hours long- to complete the 24 hour programming. The transmission starts at 6 pm and ends at the same hour, the next day. Our collaborators are supported by the tool Amagi, which helps with both, the programming and transmission, while the grills are made. Finally, the programming is published and millions of users in the US are available to enjoy Latido Music through the screens every day. ■



Cinq Music Inks Rancho Humilde To Worldwide Distribution Deal



“Rancho and Cinq are well matched in our vision, and we think non-traditional when it comes to marketing and promotion.”
LOS ANGELES



L-R: Darren Richie, Barry Daffurn (President, Cinq Music), Jimmy Humilde (Founder and CEO, Rancho Humilde), Antonio Castillo and Roque Venegas (Co-Founder CFO, Rancho Humilde)

Cinq Music, the indie distributor and publisher, has signed record label Rancho Humilde to a worldwide distribution deal. The announcement was made by Cinq co-founder and President Barry Daffurn. Rancho Humilde is best known for being the leading music label targeting 2nd and 3rd generation Mexican Americans in the US. Themes covering daily living as children of immigrants, cannabis legalization and issues at the Mexican border highlight the genre, known as a new wave of urban regional “corridos.” Terms of the deal were not disclosed.

“Cinq Music has been in Latin since our inception, and have been ahead of the curve in new genres like Trap Latino,” says Daffurn. “We were looking for the right opportunity in Regional Mexican and Rancho Humilde is the next age of the genre. It’s young, it’s urban, and has taken off outside the US and Mexico. Rancho and Cinq are well matched in our vision, and we think non-traditional when it comes to marketing and promotion.”

Rancho Humilde was founded by Jimmy Humilde, Roque Venegas and Jose Becerra. Some of their marquee acts include the most current and popular bands in the Regional Mexican genre: Legado 7, Fuerza Regida, Arsenal Efectivo, El

De La Guitarra and Herencia De Patronos to name a few. As part of their non-traditional marketing efforts, the label has created and produced a nationwide tour that has sold out large market venues in Los Angeles, Denver, Austin, Houston and Chicago as well as small towns where few acts have massive drawing power. Irrespective of almost non-existent radio and television support, streaming numbers show the reach and influence of this new movement. “We do things differently, we always have,” says Humilde. “The strength and popularity of our music is a reflection of the demographics of this country. Our fans speak English but love to listen to music that keeps them connected to their roots.”

About Cinq Music:

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

Andy Rivera released 50/50 EP with Cinq Music



Urban music singer Andy Rivera released his 50/50 album earlier this 2019. The artist's record production was released along Vidaprimo in all digital platforms and made under the Cinq Music label.

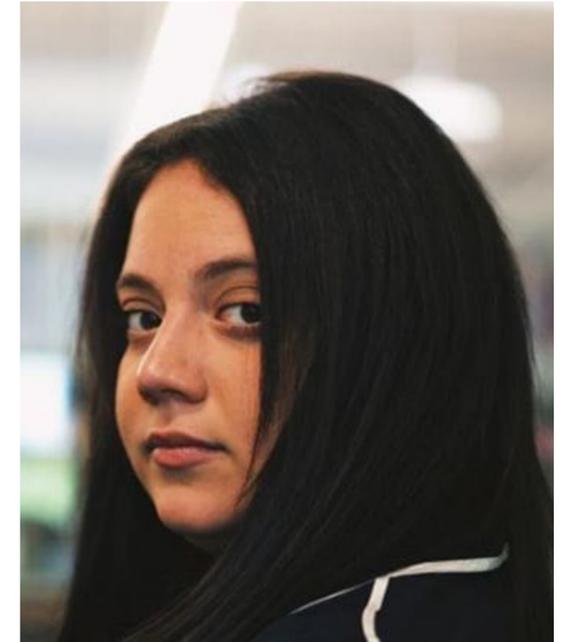
Supremely talented and achieving what most young people could only dream of. Andy Rivera presented a musical proposal with impressive quality. 50/50 was made up of 6 amazing tracks that make up this unbelievable EP. 50/50 includes three collaborations including 'Apaguemos El Celular' featuring Darkiel, a well-known puertorican music star, 'Involucrado' along with the Colombian 'bomb' Farina and 'Rarisimo' with Cauty, the promise of the urban genre. 50/50 also includes three solo tracks called 'Tú Siempre Estás', 'Escúcha' and 'Ateo'.

The featuring tracks reveal the urban side of the performer, while songs such as 'Tú Siempre Estás', 'Escúcha' and 'Ateo' expose the pop star side of Andy Rivera. The artist released official videos for the 6 tracks included in 50/50, which by June surpassed 25 million visits in YouTube platform.

It is music from the heart that hits you right into the soul, and this album in its entirety, each track and video, reveals years of hard work by a great Colombian artist with lyrics and rhythms done with passion and heart. ■

Cinq Music Names Diana Schweinbeck Director of Marketing - Tapped to Oversee Artist Marketing and Brand Awareness

Cinq Music Group, the technology driven record label, distribution and rights management company, has tapped Diana Schweinbeck as Director of Marketing for their US operation. The announcement was made by Cinq Music President/co-founder Barry Daffurn. Schweinbeck is probably best known for her management and promotional events in the Atlanta hip-hop and R&B genres.



"Diana has done an amazing job of building awareness for her clients, and her own personal brand," says Daffurn. "Her monthly mixer in Atlanta is the place to be for networking and finding Atlanta's upcoming talent. She has a wide range of experience in the industry, and will make a great addition for us and our artists."

"I'm excited about creating new opportunities and executing strategies for all Cinq clients as well as for Cinq itself," adds Schweinbeck. "The company is the best of both worlds, a record label with a distribution background. We're highly data driven, and also engage an exceptionally powerful marketing team to take each project to a whole new level."

Although the role will support all genres, Schweinbeck will first focus on supporting the Urban division. "We have a great A&R team helping to grow the roster," adds Schweinbeck.

Schweinbeck had first heard of Cinq Music while doing research for her client Sy Ari da Kid, who recently released his 'After The Heartbreak' album through Cinq Music. "He explained to me what they did and how they worked. I was immediately impressed by their business model."

Schweinbeck got her first taste of the music industry working with outside clients, doing publicity, branding and exposure work. After graduating from Georgia Sate with a BA in Business Management, she founded Schweinbeck, LLC, and has since worked with artists such as Rich da Kid, OG Maco, Sy Ari Da Kid, Damar Jackson among many others. "I built a brand using my last name," says Schweinbeck. "From managing artists to throwing monthly industry events, I've built many strong relationships within the music industry by providing results for my clients." ■

GoDigital Media Group Completes 40mm Series C Funding for Cinq Music



From l-r; Master P, Cinq President, Urban Music, Jason Peterson, CEO Godigital Media Group, Cinq artist T.I. and Barry Daffurn, Cinq co-founder and President

GoDigital Media Group, a media and technology investor focused on intellectual property rights management, has infused Los Angeles based Cinq Music with \$40mm in Series C funding. The announcement was made by GoDigital Chairman and CEO Jason Peterson. Cinq Music will use the funding to purchase music rights, both masters and publishing, and to further expand internationally. Additional details of the funding were not disclosed.

"We're thrilled about our ability to fund Cinq Music for its acquisitions," says Peterson. "Our series B funding resulted in the acquisition of multi-Grammy winning rapper T.I.'s (Clifford Joseph Harris) catalog and partnering with Janet Jackson for a recording and distribution agreement through her Rhythm Nation Records.

Cinq is having great success scaling its label, distribution, and publishing capabilities while executing GoDigital's proven business model for global rights management."

Cinq President Barry Daffurn added, "We are extremely happy with the continued level of support we have received from GoDigital Media Group as we grow the company and execute on our mission to be the number one destination for independent creators. We are excited for what the future holds for our company, the music business as a whole, and, most importantly, the amazing creators we have the pleasure of working with. We have some very exciting projects coming that we can't wait to show to the world."

Adds GDMG CFO Hunter Paletsas, "The whole GDMG family is proud of what Cinq accomplished thus far and we look forward to supporting their continued growth. The direct feedback we've heard from artists and creators is nothing short of inspiring with respect to the value-added partnership and engagement they have with the team. Cinq is truly fulfilling GoDigital's desire to inspire happiness by sharing creativity around the world." ■

The Case For Corridos' Music's Greatest Storytelling Genre

■ By Steven Fisher

Cinq Music's recent acquisition of the Rancho Humilde label maybe the smartest investment in music's greatest storytelling genre. The more you explore the origins of Corridos, or traditional Mexican ballads, the more you realize the vital place they play and will continue to play in Hispanic and Mexican culture.

Today's music media talks of Corridos as a relatively new genre, with roots traced back to the mid 19th century. Of course, they're wrong about this. Based on verse and structure the original Corridos goes all the way back and can be credited to Homer's Iliad written in the 8th century (more on that never). In any case, today's music press misses what makes Corridos a timeless genre: authentic factual storytelling.

That's right, the first element of a Corridos is the story be based on FACTS. Notice I didn't say TRUTH. That's another story. If you're a journalist like me, you love Corridos. Why? Because every Corridos begins with the 5 W's of great journalism; who, what, where, why and when, then fill in the blanks as the ballads progress.

Corridos are amazing in their structure. Did you know that the vast majority of corridos do not contain a chorus? That early corridos served as newspapers of the day to report on major events? That corridos enabled people that couldn't read or write an explanation of things happening around them? The songs served the people as a library of sorts, keeping certain stories about prominent people and events alive for generations.

Corridos chronicle acts of heroism or recounts some tragedy. They're also songs about patriotism, bravery, foolishness, rebellion, lust, revenge and all the other attributes of being human (both good and bad). The cool thing is that Corridos almost always follow a universal structure (or composition). Want to try your hand at composing a Corrido? Follow these eight rules.

Ask for permission. First, the traditional Mexican ballad begins by asking the listener permission to tell a little story.

Present a warning. Introduce the main characters, their circumstances and a warning for what is coming.

Describe the challenge. A corridos always contains an upcoming challenge or quest for our hero.

The main action, or confrontation, then occurs. Depending on the story, it's tragic or heroic, but always memorable.

Have a pause. Although there is no chorus, there usually is a musical "interlude" where the singer stops singing.

Wrap it up by explaining the moral to the story. Tease the listener. The artist teases about next time.

Today, some say that the structure of Corridos is changing, that you don't need a hero, or a time and place, or this or that. All true. Today, Corridos are written about everything from anti-heros such as Mexican druglords, to the everyday grind of living near the US/Mexican border. Increasingly, Corridos are less about epic events and more about everyday people. Maybe, just maybe, our idea of heroes are changing, from desperados robbing trains on American soil to the everyday struggle of urban life. One thing we know, the exploding sub-genres of regional Mexican music and its popularity will continue to grow because of the amazing stories our artists have to tell. ■

Dear family

■ By Andres Jimenez

One of our responsibilities of being one of the largest networks around the globe is to keep up to date our artists and content creators with the latest news and trends in digital media, especially YouTube.

Some of the recent changes in the platform may affect many of our artists and content creators and it is our duty to inform you, how these changes may affect the performance of your content.

YouTube as platform has committed to enlarge and protect its audiences, and to do so, they had change the algorithm to boost the performance of channels with "Family Friendly Content", this means that we need to Not only going along with the YouTube guidelines, but we need as team to be in the same page and act according, YouTube is paying a lot of attention to some metrics such as: View Rate, watch time, likes, comments, and clean and appealing content.

About clean and appealing content, videos that follow these Family-friendly guidelines may notice an increase in viewership, subscribers, and monetization.

The YouTube platform is now controlling on contents that refer in any way to:

- Inappropriate language
- Violence
- Adult content
- Harmful or dangerous acts
- Hateful content
- Recreational drugs and drug-related content
- Tobacco-related content
- Firearms-related content
- Controversial issues and sensitive events
- Adult themes in family content

What does this mean for me as an artist, label or content creator?

That we need to be strategic with the content that we create. We must take into account alternatives for the concepts and imagery that we use, to align with YouTube's new guidelines and to avoid possible or future flagging on our content.

The music industry was directly affected by these events, because of this, some clients, channels, and contents could experience a reduction in their revenue.

We're here for you and we'll be developing more tools to help you maximize your revenue and results across all of the available digital media channels, please don't hesitate to contact your A&R for any further questions. ■

Our Team Form Vitebsk Won Silver...



The team from Vitebsk won Silver at the "What? Where? When?" World Championship. Vitebsk team "Shtandard" (captained by Serge Yanukovich) took second place in C Group at the "What? Where? When?" World Championship, that took place between 7th-8th of September in Baku (Azerbaijan).

Team members: Julia Beiner, Vladimir Kolmogorov, Vladimir Osipchuk, Alexander Sereda, Alexander Starokaznikov, Serge Yanukovich. World Championship took place the 17th time and gathered 75 teams from 29 countries. Team led by Konstantin Briff from Palo-Alto defended the honor of the USA and took 23th place in Group B.

Baku was very welcoming and landmark for Serge Yanukovich's team: the biggest success has been achieved there. However, the irony of it is that all the results are linked to Silver. In 2013 the team took 2nd place at "Jeopardy!"

World Championship, and in 2016 – defended the honor of Belarus at Olympic Cup of the Country.

In 2019 "Shtandard" for the first time made it to the "What? Where? When?" World Championship. After 3 elimination rounds, all teams have been split into 3 final sub-groups. Within one of them – Group A – the World Champion title has been decided and awarded to the team led by Mikhail Savchenko (Moscow, Russia). However, the medals have been given within each of sub-groups for the winning places.

Team of Violeta Slesarenko – Krainova (Riga, Latvia) got a win in Group B. Team captained by Balash Kasumov (Baku, Azerbaijan) won in Group C by correctly answering 17 questions out of 30. The second place with 16 correct answers belongs to the team from Vitebsk captained by Serge Yanukovich. ■

GDMG New Talents

CATALINA SANTA - EXTERNAL LAWYER



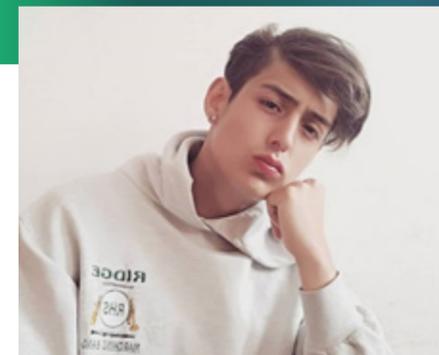
(The Artist's Attorney) graduated from Law School at Universidad de los Andes and has a Master Degree in Artist Management from Berklee College of Music. With broad experience in music business, has worked with the DNDA (Colombian Copyright office), SAYCO (Colombian Author Collecting Society), the Ministry of Culture, Sony Music, Warner Chappell and actually is the CEO of The Artist's Attorney, her law firm specialized in entertainment.

MALITH THARAKA QA PROFESSIONAL - GDMG LOCATED AT SRI LANKA OFFICE



Malith holds a B.Sc. (Hons) in Management Information Systems. He has 5+ years' work experience and previously worked in the capacity of Senior Team Lead.

CAMILO OSORIO - JUNIOR EDITOR



My name is Camilo Osorio, I am 21 years old, I like the production, edition and direction of audiovisual products, I own a YouTube channel where I publish my own content, I am willing to learn and contribute my knowledge for good work result.



**JULIETH PARRAGA -
Q&R ADMON / PROGRAM MANAGER**

Independent litigator with specialization in Probative and Procedural Law, career musician with Professional Technician in Contemporary Music of the EMMAT - Berklee Global Partners, bilingual and with basic knowledge in French, always interested in the connection that the Law has with the music, I have also worked as leading singing artist in different bands of different musical genres, Rock, Pop, Latino, among others, I understand the music medium from its two points of view, both from the artist and the legal. Always against all injustices and issues arising from legality, I base all my activities on the principles of honesty, positivism and patience.



**JUAN DAVID LOZANO
OPERATIONS TECHNICIAN / CONTENT BRIDGE**

My name is Juan David Lozano, I'm 21 years old. I am finishing my career: Journalism. Also, I am a singer and musician. Actually, I'm waiting for my graduation and be a professional in my knowledge field. I need to work because I have projects and I need to help my family, the situation is so hard. Also, I'm persevering, respectful, patient and a very responsible person. If I don't know something, I'll fight to be better and go ahead in everything.



**UDARA SACHINTHANA
OPTIMIZATION SPECIALIST - LOCATED AT SRI LANKA OFFICE**

Udara has 3 years of experience in Social Media Marketing and sales. He holds a National Diploma in Sales Management and proficient in Corel Draw, Adobe Page Maker, Graphics.



**LILIANA VILLA
LATAM MARKETING AND COMMUNICATIONS DIRECTOR**

I'm an advertising professional specialized in Marketing Management. I have a vast experience in the creativity field since I've been in charge of the creative direction and the development of several brands and products, as well as the development of strategies for advertising campaigns in TV. I'm very good at coordinating and leading creative teams in order to accomplish big tasks. I'm also very passionate about my work, especially when creating ON AIR promos. I really enjoy being surrounded by talented people in creative environments such as television, radio, and press.



**RAJEEVA PEIRIS
OPTIMIZATION SPECIALIST - LOCATED AT SRI LANKA OFFICE**

Rajeeva is reading for CIM stage 2 in Digital Marketing. He has ten plus years of experience in creative designing , Social media marketing ,photography.



**DILEESHA MUDUGAMUWA
SENIOR ACCOUNTANT - GDMG LOCATED AT SRI LANKA OFFICE**

Dileesha has 9 years of experience in accounting, auditing, financial planning & analysis in diverse fields. She is currently following Chartered Accountancy Corporate Level.



NICOLÁS MAYORGA - JUNIOR EDITOR

10th semester student of Industrial Design of the National University of Colombia. With experience in collective and individual works focused on human, technological, aesthetic, graphic and innovation factors. I am interested in the field of design for mobility, food design, visual and musical production. As for hobbies, I am passionate about sports and technology. I like working in a group and I easily adapt to it, to lead or cooperate with the creation and development of projects.



**ERIKA DIAZ
KEY ACCOUNT MANAGER LATAM**

Bachelor's degree in international Relations with more than 13 years of experience being responsible for business management plans involving marketing and product portfolio development, budget management, sales team training, networking with main opinion leaders including BTL negotiations in communication and entertainment sector, life insurance, textile, retail stores and advertising agencies.

I am passionate about my work and persistent in a way that I managed to meet my goals and expectations.



**THILINI RUBERU
OPTIMIZATION SPECIALIST - LOCATED AT SRI LANKA OFFICE**

Thilini has successfully completed her CIM Level 6 Diploma in Professional Marketing. Currently she is reading for both CIM level 7 & HND in Business Management.



**THARUSHA AMARATUNGA
SENIOR ACCOUNTANT - GDMG LOCATED AT SRI LANKA OFFICE**

Tharusha is a CIMA Passed Finalist with six years of experience in accounting, auditing, financial planning in ERNST & YOUNG and WNS. Tharusha has working experience in ANAPLAN platform



DIANA SCHWEINBECK - MARKETING DIRECTOR CINQ MUSIC

Diana Schweinbeck is based out of Atlanta, GA transitioning to Los Angeles, California for her new role as Head of Marketing at Cinq Music. After earning her bachelor's degree in Business Management at Georgia State University in 2012, Diana decided to take her relationships and connections and start her own company, Schweinbeck LLC. Schweinbeck LLC offers artists branding, exposure, and management. Diana is currently managing Sy Ari Da Kid, Damar Jackson, and Paxquiao. Diana also throws several monthly industry events like her very popular monthly industry mixers which she started in June 2012 and features performances by upcoming artists in Atlanta and monthly special guests.



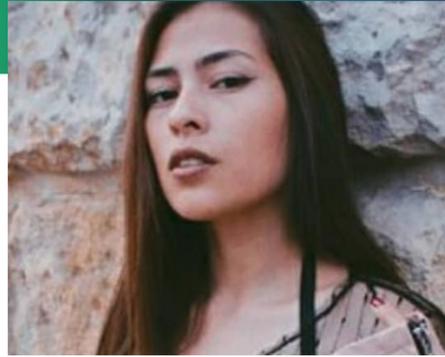
**MAHESH JAYASUNDARA
QA PROFESSIONAL - GDMG LOCATED AT SRI LANKA OFFICE**

Mahesh reading (Final year) his B.Sc (Computing) Software Engineering and CTFL (ISTQB). Mahesh worked as a Release Manager and has work experience in Quality Assurance, Business Analysis and Project Management.



**IDALY MOLINA
MARKETING COORDINATOR CINQ MUSIC**

Before Cinq Music, I developed as Project Manager for IT Projects at McCann World Group, it is an advertising agency. Previously I was fortunate to be part of the Universal Music Group family, in the internship program for 1 year. I have a radio show at 1670 Am since 2015.



**DERLY VARGAS
TECHNICIAN IN OPERATIONS**

Hello vidaprimo! My name is Derly Xiomata Vargas, I'm 19 years old and I like to work in a dynamic work environment. I like music, mainly rock, hlam and pop. I'm also an administrative assistant.



**SACHINTHA ADIKARI
OPTIMIZATION SPECIALIST - LOCATED AT SRI LANKA OFFICE**

Sachintha holds a Professional Diploma in Digital Marketing and has experience in Social Media Management ,Content Writing , Video Editing & Designing (Photoshop, Illustrator)



**MARIA CAROLINA QUINTERO
PRESS AND PR LATAM**

Journalist from Universidad del Norte with experience in press and digital marketing. Environmentalist, I believe 100% that we are all part of the change. I love music and the power it has to transform lives. I believe in humanity and in the power of good attitude.



**MARICARMEN SZESZKO
SENIOR VICE PRESIDENT OF SALES**

Her responsibilities include generating revenue from Latido's multiple platforms and creating additional opportunities for brand sales across the portfolio. Prior to joining Latido, Maricarmen held various roles within sales across companies such as Univision, Disney, and People en Español, maintaining focus on digital and cross platform sales. In her new role at Latido she hopes to share her experience and insights with the rest of the company to help create successful new ventures in Hispanic media.



**KAVINDA JAYAKODI (JAAN)
OPTIMIZATION SPECIALIST - LOCATED AT SRI LANKA OFFICE**

Jaan holds a Bsc (Hons) in Computing and has two years of experience in MS SQL, JIRA, Confluence & web development.

Top 10

VIDA PRIMO

1 NATTI NATASHA - NO VOY A LLORAR [OFFICIAL VIDEO]



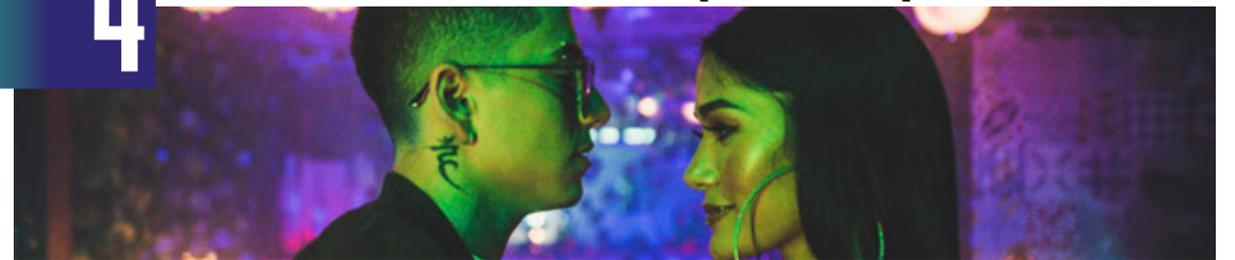
2 NATTI NATASHA X CHENCHO CORLEONE - DEJA TUS BESOS (REMIX) [OFFICIAL VIDEO]



3 ANDY RIVERA - QUE LE PASA A MI EX [OFFICIAL VIDEO]



4 ANDY RIVERA - INVOLUCRADO FT. FARINA [OFFICIAL VIDEO]



5 ANDY RIVERA - ATEO [OFFICIAL VIDEO]



6 IAMCHINO - BAILA RIDDIM FT. JUSTIN QUILES, FARRUKO & QUIMIGO ULTRA MEGA [OFFICIAL VIDEO]



7 DARKIEL X AMENAZZY X BOY WONDER CF - NADIE MUERE DE AMOR [OFFICIAL VIDEO]



8 ANDY RIVERA - RARÍSIMO FT. CAUTY [OFFICIAL VIDEO]



9 ANDY RIVERA - TÚ SIEMPRE ESTÁS [OFFICIAL VIDEO]



10 DARKIEL X JUHN X NIO GARCIA X CASPER MAGICO X BOY WONDER CF - ESCÁPATE [OFFICIAL VIDEO]



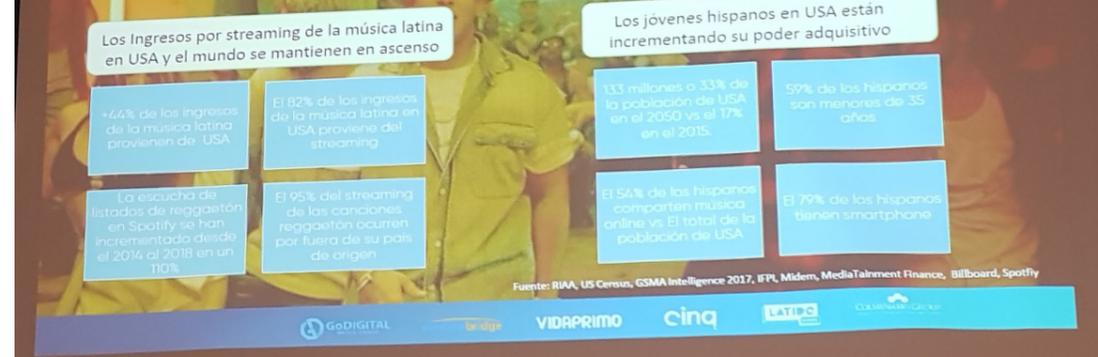
Social



■ Economía Creativa MDE-19
Paola Colmenares



■ Economía Creativa MDE-19
Paola Colmenares





■ Youtube Plus
Andres Jimenes Dannevig



■ Rock Al Parque
Paola Colmenares



■ Hip-hop al Parque
Camilo Sora, Anyelo Morales, Luisa Faura, Carolina Quintero

GoDigital Media Group