



AdShare Appoints June Zhan Head of New Taiwan Office

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AdShare, the leading social media monetization service for music, film, television and sports rights holders, has named June Zhan to head up their new Taiwan office. The announcement was made by AdShare CEO Jason Peterson. Zhan, a licensing and digital content expert for the Asian Pacific market, has already signed a deal through AdShare with Taiwanese music label JVR. Zhan will be responsible for business and new media development in Mandarin/Chinese speaking markets – Taiwan, Hong Kong, China and South East Asia. AdShare has recently expanded their presence in Asia, most notably in Korea and Japan.

Deep Musical Connections

“June (Zhan) is an internationally recognized multi-lingual music executive with an unparalleled understanding of the Taiwanese and Chinese music markets,” says Peterson. “We are ecstatic to have such a well respected executive as a part of our team. With June plus AdShare in Taiwan we are set to help the local music industry increase their revenues at scale.”

Monetizing The Asian Market

“I’m thrilled to be able to introduce Chinese artists to AdShare services, and to help them grow their musical careers,” says Zhan. “AdShare products are the perfect tools to help the music business in Asia grow.” Zhan studied Art & Design and received her Masters in Graphic Fine Arts from the Kent Institute in the UK. She also holds a Bachelor degree in Commercial Design from Ming Chan University. Before joining AdShare, Zhan worked as Conference Team Director for both the 25th and 26th Golden Melody Awards in 2014 and 2015. The Golden Melody Awards are equivalent to the Grammy Awards in the US.

JVR Deal

AdShare has just signed JVR Music to provide maximum social media monetization on YouTube and other emerging venues such as SoundCloud. “The great thing about AdShare is that we have the technology that fills the gap in revenue streams and recovers valuable income for the artists,” adds Zhan. “Jay Chou (founder of JVR) is considered the King of Mandopop and we’re excited to be providing his record label with optimization services that will help globalize and monetize all his content.”

About AdShare:

Over 250 major media clients trust AdShare to monetize their brands and more than two million of their copyrights online. Nearly 800 million people from around the world engage with content represented by AdShare every month. AdShare is an autonomous subsidiary of GoDigital Media Group (GDMG), a media and technology holding company and early stage venture capital fund.

AdShare. Engaging Fans. Monetizing Brands.™



Contact Information

Steven Fisher

AdShare

<http://www.contentbridge.tv>

818-688-1502