



AdShare Rebrands As VidaPrimo For Latin America

Company Simplifies Brand And Service Messaging For Latin Clients

AdShare, the leading monetization service for music, film, television and sports rights holders, is rebranding in Latin America as VidaPrimo. The announcement was made by AdShare CEO Jason Peterson. Last year AdShare bought VidaPrimo, one of the world's best-viewed multi-platform networks, to forge a partnership in which artists engage fans and advertisers reach Latin Millennials.

Simplifying The Brand

"We needed to simplify our brand and service messaging with our Latin clients," says Peterson. "The future belongs to app-based television and multi-platform outlets like VidaPrimo. In partnership with our artists and record labels, there is an immense opportunity to quickly grow our artist's fan base, increase their promotion, and couple our audience to major brand advertisers to maximize artist income. Simply said, VidaPrimo in Latin America means larger audiences, more promotion and more money for artists and labels."

The Perfect Integration

Previously, AdShare had been focusing efforts on expanding their monetizing technology services beyond YouTube to platforms such as SoundCloud and Facebook. Now, by vertically integrating with VidaPrimo, AdShare has expanded its core offerings beyond technology, into advertising. "It's a perfect fit because we're sitting on content that we hadn't formally organized as a multiplatform network," says Peterson of the company's Latin music clients. "When we looked across our portfolio we realized we had a huge asset we could leverage for our clients."

VidaPrimo Soars

VidaPrimo is a multi-platform network much like VEVO and MTV, built specifically for the Hispanic audience and fans of Latin music. VidaPrimo is rated #3 worldwide in music and entertainment by comScore with over 24,000,000 unique monthly visitors. The network is quickly becoming a next generation outlet for music and television content, able to engage fans around the world via any digital platform and device.

Advertisers Reach Out To Latin Millennials Via VidaPrimo

Recent numbers tells the story of VidaPrimo's ability to engage the Latin Millennial audience. The VidaPrimo advertising platform leverages its massive reach of engaged Latin Millennials, connecting them with brands by producing and distributing premium branded entertainment content executing flawless digital media campaigns mainly focused on video advertising opportunities. More than 25 major brand advertisers including Miller, Anheuser Busch, Wells Fargo, Dunking Donuts, and Jeep have looked to VidaPrimo to reach Hispanic Millennial and Generation X consumers.

AdShare

AdShare is part of the GoDigital Media Group family that includes digital supply chain software provider ContentBridge, Grammy winning record label Cinq Music, movie distributors GoDigital and Distribber, as well as Tunnel Post. Over 250 major media clients trust AdShare to monetize their brands and more than three 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.adshare.tv>

818-688-1502