



## **AdShare Signs CUBE Entertainment To Maximize Music Content Revenue**

*CUBE one of South Korea's most recognized record labels.*

AdShare, the leading monetization service for music, film, television and sports rights holders, has signed CUBE Entertainment. The announcement was made by AdShare CEO Jason Peterson. Cube Entertainment (formerly known as Playcube) is a South Korean record label founded ten years ago by Hong Seung-sung and Shin Jung-hwa. Their music is distributed by Universal Music Korea CJ E&M Music, Live and LOEN Entertainment. CUBE features recording artists such as G.NA, Hyuna, 4Minute and Sistar. Since its inception in 2007, AdShare has recovered millions in revenue for clients.

### **Maximizing Revenue**

According to AdShare CEO Jason Peterson, the signing of CUBE highlights the company's continued expansion into Asia to help artists and their management maximize revenues. "We're excited to have one of the top Korean labels with us, we're very active here throughout Asia, in Korea, Taiwan, Japan and China," says Peterson, who travels to AdShare's Seoul based office several times a year. Recently, AdShare signed JVR Records and Taiwanese artist Jay Chou, acknowledged as Asia's new "King of Pop."

### **AdShare's Hawk Technology**

CUBE artists will be gaining access to AdShare's state-of-the-art proprietary HAWK technology. According to just released data from an internal September test, AdShare's technology is 97.4 percent effective at recovering content revenue as opposed to the industry standard of around 60 percent. According to Peterson "Most monetization companies don't have the software or manpower to work this efficient. A lot of money sits in limbo and thus never gets paid out to the artist."

### **About AdShare**

Over 250 major media clients trust AdShare to manage more than three million of their copyrights on the world's largest social media platforms. 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 engaged in intellectual property rights management and distribution through its operating subsidiaries. GDMG subsidiaries include digital supply chain software provider ContentBridge, Grammy winning record label Cinq Music, #3 multi-platform network VidaPrimo, movie distributors GoDigital and Distribber, as well as Tunnel Post.

AdShare. Engaging Fans. Monetizing Brands.



**Contact Information**

**Steven Fisher**

AdShare

<http://www.adshare.tv>

818-688-1502