

AdShare Signs "King Of Asian Pop" Jay Chou

Asian Market Wide Open To Monetization of Social Media Content

AdShare, the leading social media monetization service for music, film, television and sports rights holders, has signed artist Jay Chou and his record label JVR Music to provide maximum social media monetization on YouTube. AdShare has recently expanded their presence in Asia, most notably Taiwan, China, Korea and Japan.

Monetize and Globalize

“We’re excited to bring Jay Chou and his record label JVR with full optimization services, says June Zahn, head of AdShare’s new Taiwan office. “We have proprietary HAWK technology that fills the gap in revenue streams and recovers valuable income for the artists. Jay Chou is considered the King of Asian Pop and we’re excited to being providing his record label with services that will globalize and monetize all his content.”

Asian “King Of Pop”

Jay Chou is a Taiwanese musician, singer, songwriter, record producer, director and actor. In 2000, Chou released his debut album, titled Jay (2000), under the record company Alfa Music. Since then his music has gained recognition throughout Asia, most notably in regions such as Taiwan, Mainland China, Hong Kong, Singapore, Malaysia, Indonesia, Korea, Japan and in the Asian communities of Western countries such as the United States and Australia. He has sold more than 30 million albums and has received numerous awards for his musical work. Chou has also written songs for other artists whilst working on his albums. In 2003, he was the cover story of Time magazine (Asia version), titled New King of Asian Pop, acknowledging his influence on popular culture. He has since held six world tours, performing in cities around the world to more than 10 million people.

Chou debuted his acting career in the film Initial D (2005); followed shortly by his role as the honorable son, Prince Jai, in the multi-nominated Mandarin Chinese epic, Curse Of The Golden Flower (2006). He has since ventured into many other movie projects, becoming known to western audiences when he made his Hollywood debut in 2011 with The Green Hornet, starring alongside Seth Rogen and Christoph Waltz. Chou also manages his own record and management company JVR Music.

About AdShare:

Over 150 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.™

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