



ContentBridge To Manage Digital Supply Chain For VidaPrimo

Sets Premier Latin Music Platform Up For Success With Complete Asset Management

ContentBridge (www.contentbridge.tv), leading provider of digital supply chain solutions to the media and entertainment industry, announced it will provide digital supply chain management for VidaPrimo, a premier Latin music multi-platform and multi-channel network (MCN). ContentBridge will manage VidaPrimo's content ingest, asset management, transcoding, packaging and delivery to the playout server.

“The app is the new TV channel and the consumer experience is a hybrid of linear and on-demand,” says ContentBridge CEO Jason Peterson. “As a result, the lines between television and home entertainment are blurring. Media companies who move swiftly to establish direct relationships with audiences through their own OTT offering will win in the new digital economy.”

Doug Reinart, COO of ContentBridge adds, “ContentBridge sets OTT channel providers like VidaPrimo up for success by providing best of breed digital supply chain solutions. This includes digital asset management as a system of record for their media assets, workflow orchestration, and digital distribution automation to deploy content quickly, cost effectively, and in a quality assured manner in any language and resolution. VidaPrimo represents a great opportunity for ContentBridge to demonstrate our value to OTT providers everywhere.”

True Multichannel Platform

VidaPrimo's library of content from leading Latin artists includes over 15 billion lifetime views and over 5 million subscribers from both YouTube and VidaPrimo. Artists featured on the network includes Daddy Yankee, Farruko, Arcangel, Tony Dize, Jowell y Randy and Justin Quiles. VidaPrimo.com artists have amassed an aggregated social following of over 100 million Facebook fans, 30 million Twitter followers and 10 million Instagram subscribers.

About ContentBridge:

ContentBridge is a leading provider of digital supply chain solutions to the media and entertainment industry. Through its direct involvement with major studios, distributors, and leading consumer services like iTunes and Netflix, ContentBridge has developed software and best practices for efficiently automating the management and distribution of movie, television, recorded music, music publishing, and eBook content. The company is an approved audio and video encoding vendor for most major digital retailers worldwide. ContentBridge delivers its technology on-premise, in the cloud, or through a highly capable managed services team drastically reducing cost and time to market, while significantly increasing revenue, efficiency, and quality control.

About Primo Media/VidaPrimo.com:

Primo Media is a global media company that provides advertisers access to an exploding marketplace of US and Latin American Millennials as they consume the hottest content in the young Hispanic culture. Through contracts with 75+ of the hottest Latin Rhythm artists, VidaPrimo is one of the largest Latin Music MCNs with presence across YouTube and VidaPrimo.com. With 60mm+ monthly views in the US and over 400mm across Latin America, VidaPrimo reaches 25% of US based Hispanic Millennials and an average of 20 percent of Millennials in Latin American countries. The VidaPrimo advertising platform leverages its massive reach of engaged Latin Millennials and connects them with brands through high quality instream videos opportunities in front of premium content. Additionally, VidaPrimo offers display, creative product integration, custom video and activation opportunities.

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