



## **VidaPrimo Appoints Michael Jay Solomon Chairman of the Board**

### *TV Distribution Pioneer Continues to Rewrite Media History*

Legendary TV distribution guru and new International TV Distribution Hall of Fame honoree Michael Jay Solomon has been named Chairman of the Board of VidaPrimo, one of the world's most popular Latin entertainment channels. The announcement was made by GoDigital Media Group Chairman Jason Peterson, who last year purchased the multi-platform channel. According to media watchdog comScore, VidaPrimo's unique visitors totalled over 24 million viewers in January, ranking it 4th worldwide. In addition to VidaPrimo, Peterson's GoDigital Media Group oversees digital supply chain company ContentBridge, social media monetization leader AdShare, music distributor Cinq and Tunnel Post.

### High Praise For A TV Legend

"We're elated to have a luminary such as Michael Solomon as Chairperson to guide VidaPrimo," says Peterson. "Michael (Solomon) didn't merely grow TV distribution markets around the world, he created markets out of nothing. He's a TV distribution legend and it's our hope that he adds the growth of VidaPrimo to his envious track record. Everywhere he's worked, Michael has set the bar for success." For his part, Solomon is excited about continuing to redefine entertainment distribution. "We will continue to build the VidaPrimo audience by attracting the best artists and content," he says. "VidaPrimo has lots of room to grow outside the US, including a dozen more Latin countries and Spain. VidaPrimo is where it's all heading, entertainment available anytime, via any device."

### Solomon's Journey

Solomon is expert at developing distribution internationally. He started his career with United Artists in Panama and Central America and was a resident of five countries in Latin America, then moved to MCA to start their Latin American TV Division and then in the rest of the world. He co-founded Telepictures Corp and then became President of Lorimar-Telepictures. When Warner Bros acquired LT, he became President of WB International Distribution. Currently, Solomon stays busy overseeing his own Truli Media Group (truli.com) which features a huge library of family and faith-based content. Solomon's larger than life work with TV distribution spans the globe, but his legacy lies in exporting Hollywood entertainment and American culture to the farthest reaches of the world.

### About VidaPrimo:

VidaPrimo was founded in 2015 and has already amassed 24 million monthly Unique Users, making it the 4th largest Music/Entertainment property worldwide according to comScore. VidaPrimo is a multi-channel, multi-platform network that is the premier destination for Hispanic Millennial music consumers to watch hit music videos from their favorite Latin artists. VidaPrimo engages both fans and brands. The VidaPrimo advertising platform leverages its massive reach of engaged Latin Millennials; connecting them with brands by producing and distributing premium branded entertainment content and executing flawless digital media campaigns mainly focused on video advertising opportunities.

### About VideoAge's International TV Distribution

The International TV Distribution Hall of Fame was created by VideoAge to recognize and honor the contributions of pioneers in the international distribution TV distribution business from all over the world. -



Their creativity, resourcefulness and professionalism created an industry responsible for the development of television as we know it today.



**Contact Information**

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