



VidaPrimo/Cinq Music Open LATAM Offices In Colombia

Top entertainment attorney Paola Colmenares to lead LATAM region.

GoDigital Media Group companies VidaPrimo, the #3 comScore rated multi-platform music network, and Cinq Music, one of the leading indie label and distributors in the Latino market, have opened offices in Colombia. The announcement was made by GoDigital Media Group Chairman Jason Peterson. The extended presence in Colombia has already paid dividends with the signing of several notable artists, including NEJO and El Indio.

“We have seen the future of Latin Rhythm music, and it’s in Colombia,” says GoDigital Media Group Chairman Jason Peterson. “GoDigital Media Group, through its Cinq Music label and VidaPrimo multi-platform music television network, are positioned to take advantage of this opportunity. We’ve established an office and assembled a top-notch team led by an all-star entertainment attorney, manager and executive Paola Colmenares. Her oversight of the cultural hotbeds in Bogota and Medellin will ensure our market leading position.”

Colmenares will be working on expanding the companies' services to artists and labels in Latin America, as well as increasing opportunities to maximize income in the region for their global clients. "I am truly excited for this opportunity with the GoDigital Media Group team, and to help bring focus to LATAM as the fastest growing region for consumer spending in entertainment," said Colmenares.

Colmenares has long been a catalyst in the development and growth of LATM entertainment in Colombia as a lawyer, entrepreneur, and artist manager. She is currently on the board as Secretary of the MMF (American Association of Managers), LATAM, and has played a role in architecting the current music industry ecosystem in Colombia from a legal perspective.

About VidaPrimo:

VidaPrimo 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 more than 100 of the hottest Latin Rhythm artists, VidaPrimo is one of the largest Latin Music Multi-Platform Networks with presence across YouTube, Dailymotion, Amazon Video Direct and its owned and operated platform on 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% 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 in-stream video opportunities in front of premium content. Additionally, VidaPrimo offers display, creative product integration, and custom video/activation opportunities.

About Cinq:

Cinq Music is a data-driven record label, music distribution, and rights management company. From rights management to brand management, Cinq provides a wide range of services for its clients. With technology at its core, Cinq is focused on finding innovative ways to generate demand for its creators and maximize collections by being on the cutting edge of tracking and monetizing music.

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