



SEPTEMBER 2022

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Community

mitú



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# ***ON SERVANT LEADERSHIP***

WE WANT TO BUILD A CULTURE OF SERVANT LEADERSHIP. THIS IS LEADERSHIP FROM BEHIND. OUR JOB AS LEADERS IS TO PROVIDE VISION FOR WHERE WE NEED TO GO AND TO ACTIVATE AND ENABLE OUR TEAM TO ACCOMPLISH THE MISSION OF GOING THERE.

**A. How do you activate someone? Motivation comes from a feeling of being respected and belonging. Why?**

1. Because people make decisions based on how they feel. Therefore, treating people with respect makes them feel like they belong as a part of our team. When people feel like they belong to a group they are more likely to feel motivated to accomplish the group's mission. Respect includes respecting and being responsive to the team member's values.

**B. We enable our team members by making appropriate delegations of authority to them, providing the necessary resources, and making timely decisions. When a direct report asks for something it is our job in leadership to be responsive and support them.**

As servant leaders we want you to think about what you can do to support your team members so they have the authority, resources and motivation to move the ball down the field towards the goal line.

*Jason Peterson*



# Abdiel Maldonado

## In Memoriam

To us at GoDigital, our time with Abdiel Maldonado was too short. He took his role as an HR professional to a new level here using science and data, always grounded in the reality that people are flesh and blood, deserve attention, respect and doing what's right. Ab was rare in that he worked hard for both management and employees, to the benefit of both. He was both mentor and student, helping hundreds of people find their niche in the world. "Smart, professional, creative, perpetual learning, motivated, trusted, helpful, great listener, extensive knowledge, influential, authentic, energetic, compassionate, gifted, dedicated, quick witted, selfless, innovative, effective, responsive, thorough, passionate and inspired".

That was Ab.

"Ab" as we all referred to him, was well-educated. He held a Bachelor of Science Degree in Marketing/Marketing Management from Park University, graduating Magna Cum Laude in 2014. From there he attended UC Irvine, getting his Masters in Business Administration three years later. He then moved over to USC and received his Masters of Science in Human Resources Management in 2019.

Abdiel was a committed and amazing Human Resources Manager, starting with the Marine Corps. He worked in the Corps. for over eighteen years, working his way up from entry level Marine and engineering student, to technician, supervisor and manager, before making his move into HR. For his last three years there, he managed and implemented workforce planning, training, operations, risk management, and compliance programs for more than 1000 service members. He worked employee relations, provided guidance on conflict resolution while providing direction and oversight to four civilian program managers and thirteen military leaders.

In 2015, Ab moved to San Diego, where he worked as Program Manager for Syracuse University. There he worked on behalf of Veterans and Military Families, helping service members transition to civilian life through innovative training and employment programs. He was also entrusted with building and maintaining strategic partnerships with top shelf private sector companies, establishing a pipeline of military talent to post-service careers in Southern California.

In 2018, Ab traveled north to Torrance, California, where he collaborated on the design and deployment of a digital HR strategy for Physical Optics Corporation. There he trained supervisors and managers on conflict resolution, employee development, performance management and CA mandated training.

In 2021 Ab was named Worldwide Director of Human Resources at GDMG, guiding our company by massively scaling up HR activities during a very tumultuous time. Ab skillfully navigated the HR challenges brought about by a global COVID pandemic and the quadrupling of GDMG operations. Ab spent his career giving back to others, it was his passion and life's work to help people achieve their ambitions.

Love you Ab.





DOUG REINART  
COO AMERICAS GODIGITAL MEDIA GROUP

# GET READY

We are entrepreneurs. Successful entrepreneurs build businesses in large and fast growing markets. The largest market in the United States is Commerce and in 2020 the fastest growing was e-commerce. Retail sales topped four trillion dollars and e-commerce as a component of that grew from \$600 billion to \$900 billion.

At GoDigital Media Group, we believe valuable business opportunities are created from the connectivity of Content, Community, and Commerce. We acquired Bob's Stores and Eastern Mountain Sports because of our familiarity and strong belief in the EMS brand and products (Content), the large and loyal customer base of Bob's value-oriented shoppers and EMS's outdoor enthusiast customers (Community), and the combined network of vibrant retail locations and digital storefronts (Commerce). It was this combination of Content, Community, and Commerce – and the unique connections and value propositions we will create from those ingredients – that for us proved the fit where others may not have realized the connection to our existing business.



YogaWorks Taps

**MAYA  
MAGENNIS**

TO HELM COMPANY

## NEW PRESIDENT MOVES FITNESS FIRM TO LIVE ONLINE CLASSES, ON-DEMAND CONTENT

**Santa Monica, California** – **YogaWorks**, the world's premier provider of digital live and on-demand yoga instruction, has named Maya Magennis as President. The announcement was made by GoDigital Media Group COO Doug Reinart. Magennis now leads YogaWorks with a goal of making the practice more accessible to people around the globe.

"My journey to YogaWorks is a personal one," says Magennis. "I started practicing at their studios in 2006, at a time in my life that was challenging and very stressful. My yoga practice was a lifesaver and ultimately completely changed the trajectory of my career and my life. At YogaWorks, our mission is to empower people to show up as the best version of themselves both on and off the mat. I look forward to continuing to work with our team to inspire people to make yoga and wellness a part of their daily lives."

"Maya (Magennis) is a natural leader for YogaWorks," adds Reinart. "She possesses an extremely rare combination of business acumen, yoga industry knowledge and depth of yoga practice experience. Her background is in investment banking, yet she has long been one of YogaWorks' most popular and effective instructors. She has a passion for the YogaWorks brand, and is a respected leader among the YogaWorks instructor community, business partners, and staff. She will drive success for the brand while becoming an integral member of GoDigital Media Group's leadership team."

Magennis has worked in the yoga and wellness industry for over 10 years. She began her career in media and technology (mergers/acquisitions) at Allen & Co, before working various roles at YogaWorks. She is also a yoga teacher and teacher trainer, having completed 1,000+ hours of yoga training with some of the world's most notable instructors. Magennis now leads YogaWorks with a goal of making the practice more accessible to people around the globe.



## Cinq MUSIC

Gets \$100m from  
GoDigital Media  
Group

WILL USE THE FUNDING  
TO PURCHASE MUSIC  
RIGHTS, BOTH MASTERS  
AND PUBLISHING,  
AND TO FURTHER ITS  
INTERNATIONAL EXPANSION

GoDigital Media Group, a media and technology holding company focused on intellectual property rights management, has infused Los Angeles-based music distributor, label and publisher Cinq Music with \$100m in Series D funding. The announcement was made by GoDigital Chairman and CEO Jason Peterson. Cinq Music will use the funding to purchase music rights, both masters and publishing, and to further its international expansion. GoDigital's music portfolio is backed by Bank of America as lead lender, with East West and Union Bank rounding out the syndicate. Additional details of the funding were not disclosed.

*"Our continued ability to fund Cinq Music for its acquisitions is grounded in music rights being a durable annuity-like asset," says Peterson. "Across our business units the past four years, GoDigital has invested more than \$350mm through multiple capital vehicles. Our 2019 series C funding for Cinq helped acquire the iconic Beluga Heights record label and artist Jason Derulo's catalog. Cinq is having great success scaling its label, distribution and publishing capabilities while executing GoDigital's proven business model for global rights management."*

*"Bank of America is pleased to work with the GoDigital leadership team through this expansion," said Randy Hua, Head of the Entertainment Industries Group at Bank of America. "GoDigital's investment in Cinq Music, and its growth strategy in underserved countries, propels the music industry as a whole."*

**Says Cinq President Barry Daffurn,** *"The ever-increasing level of support we receive from GoDigital Media Group continues to help us move our label toward being the number one destination for music creators. We are excited for what the future holds, being a preeminent partner to rightsholders in large and fast-growing markets around the world. Today we have boots on the ground in 11 countries and territories including the U.S., Mexico, Colombia, Argentina and South Korea with more to come."*

**Adds GDMG CFO Hunter Paletsas,** *"The whole GDMG family is proud of what Cinq continues to accomplish. Cinq is truly fulfilling GoDigital's mission "to inspire happiness by sharing creativity."*



# ***NGL COLLECTIVE*** ***AND MITÚ*** **MERGE TO CREATE** ***LARGEST DIGITAL-FIRST LATINX MEDIA*** ***POWERHOUSE IN US***

**GoDigital Media Group Acquires NGL Collective Co**  
founded by John Leguizamo with Backing from MEP Capital

**NGL + mitú.**  
**United As One.**

**LOS ANGELES** — GoDigital Media Group (“GoDigital”), a multi-national conglomerate focused on connecting audiences to commerce through content and community, announced today the acquisition of NGL Collective (“NGL”) with the backing of MEP Capital, a media and entertainment-focused investment firm.

As part of the acquisition, NGL, the U.S.’ leading New Generation Latinx digital-first media company, co-founded by actor and activist John Leguizamo and industry leader David Chitel, will merge with GoDigital’s mitú, a leading digital media publisher dedicated to inspiring, representing, and super-serving U.S. Latinos. The new entity will retain the name of NGL Collective, becoming a 100% Latino-focused, digital-first Latinx media powerhouse in the country. Led by a majority Latino team, NGL will cater to a vast network of Latinx creative and media partners, reaching U.S. Latinx communities via an array of social media and editorial sites, in-person and virtual community events, and published research.

*“Latinx media consumption is exploding. NGL’s expertise in Latinx media solutions and our shared commitment to culturally relevant creativity makes it a great addition to GoDigital’s portfolio,”* said Jason Peterson Chairman and Chief Executive Officer of GoDigital Media Group. *“This acquisition cements our foothold in the U.S. Latino media space.”*

The merger will provide an unmatched experience for both consumers and advertisers. NGL Collective already provides the most premium Latino video at scale across web, mobile, social, and connected television, while mitú expands that reach into its active community of more than 13 million social followers and web visitors.







*"Latinos are the largest ethnic group in the U.S. accounting for 11% of the buying power, and yet our contribution is consistently excluded in media and entertainment," said Leguizamo, Co-founder and Partner of NGL Collective. "With NGL Collective and mitú's shared commitment to amplifying the voices of the Latinx community, our platforms and reach will expand. We will create more opportunities for Latinos in front of and behind the camera to speak directly to our community and influence how America sees us and how we see ourselves."*

With the combined market presence of mitú brands, comprising wearemitú, somosmitú, FIERCE, crema, and Things That Matter, and NGL brands, consisting of Latina Moms, Hispanic Kitchen, and Hispanicize, the new NGL community will constitute the largest gathering of Latinx influencers, content creators, entrepreneurs, trendsetters, and media and entertainment innovators in the world. NGL's in-house Emmy®-nominated production team will also join forces with mitú's social content and brand studio team, which operates a 14,000 square foot studio in Los Angeles' East Side.

*"For ten years, mitú has built its legacy through creating communities and ensuring Latino voices are heard. Joining forces with NGL enables mitú to continue to build brands, cultural content and experiences that resonate with and represent the diverse U.S. Latino community," said Vanessa Vigil, Chief Brand Officer, NGL Collective. "It's exciting to bring these companies together in a shared mission, with complementary solutions, and be part of leading mitú and NGL brands into its next decade as part of NGL."*

NGL will be helmed by current Chief Executive Officer and Founder David Chitel, with the creative support of Partner John Leguizamo. Vanessa Vigil will be elevated from General Manager of mitú to Chief Brand Officer of NGL. Ben Leff, NGL's Chief Operating Officer, Ben DeJesus, President of NGL Studios, and Joe Bernard, NGL's Chief Revenue Officer, will remain in the same capacities. Stephen Brooks, President of mitú and Latido Networks, will oversee the integration of the two companies, focusing on strengthening GoDigital's investments in Latinx media.

*"This unprecedented business combination solidifies our mission of being the #1 New Generation Latinx digital-first media company in the U.S.," concluded David Chitel, Chief Executive Officer of NGL Collective. "The power and influence of U.S. Latinos merits a company like NGL exclusively focused on connecting advertisers with our coveted audience in-language, in-culture, and in-context. The depth of our newly expanded offering inclusive of mitú makes us far and away the leader in our space."*

Frost Miller LLP represented NGL Collective and Stubbs Alderton & Markiles LLP represented GoDigital. The transaction's progress was coordinated by Zeevo Group LLC.

## GODIGITAL MEDIA GROUP ACQUIRES

# ***EASTERN MOUNTAIN SPORTS AND BOB'S STORES***

Acquisition of Brands and Retailers Builds on Company Model of Content, Community, and Commerce

GoDigital Media Group, LLC ("GoDigital") has acquired Eastern Mountain Sports ("EMS"), a leading outdoor apparel brand and retailer, and Bob's Stores ("Bob's"), a retailer of apparel, footwear, and workwear from U.K.-based Frasers Group plc ("Frasers"). As part of the acquisition, GoDigital has augmented its organization by adding 900 employees, 42 stores, and a warehouse and fulfillment center.



*"The acquisition of EMS and Bob's is a major step in our strategy to generate synergy between*

*content, community, and commerce,"* says Jason Peterson, GoDigital's Chief Executive Officer.

*"The outdoor adventure and work markets perfectly align with our business model to serve specialized audiences with huge potential. We seek to sell through a combination of owned and operated e-commerce storefronts, third-party digital storefronts, and traditional retail partners. This transaction also presents a great opportunity to apply our prowess in product development, supply chain, and e-commerce across all of our brands."*

Dave Barton, EMS and Bob's President & Chief Executive Officer, commented: *"I am extremely excited that we found the right investors who see the vast potential in our company and have*

*the vision and expertise to help us unlock it. I am confident that our hard work to create a solid foundation will quickly allow us to execute their strategy. I want to thank our partners for their continued support, especially during these very challenging times triggered by the pandemic."*

GoDigital's leadership team consists of c-suite executives with in-depth retail expertise, hailing from widely recognized global brands such as BCBG, Gap, and Next. With Carlos Cruz, Brands Senior Vice President, as the leader of GoDigital's commerce team, *"He and his team will bring strength, support, and invaluable experience to the current senior management team within EMS and Bob's,"* adds Peterson.

*"Both companies' teams have been retained and are pivotal to the continuity of the businesses. They are expected to benefit from our digital expertise, content and community platforms, technology backbone, and global footprint for sourcing and distribution."*

Dentons UK & Middle East LLP represented Frasers and Stubbs Alderton & Markiles LLP represented GoDigital. The transaction's progress was coordinated by Zeevo Group LLC.



# **EASTERN MOUNTAIN SPORTS**

**YOUR GO-TO FOR GEAR, GUIDANCE, AND  
HAVING A GOOD TIME OUTSIDE SINCE 1967.  
THE MOST TRUSTED SOURCE FOR OUTDOOR  
APPAREL, GEAR & GUIDANCE FOR THE OUTDOOR  
ADVENTURERS.**



## **ABOUT EASTERN MOUNTAIN SPORTS**

For more than 50 years, Eastern Mountain Sports ("EMS") has been helping people of all ages and abilities have more fun outside as a trusted source of top-quality outdoor gear, apparel, and advice. EMS offers consumers a compelling product portfolio consisting of EMS branded products and leading outdoor and active brands such as The North Face, Oboz, Thule, and Columbia. The retailer operates more than 20 locations in seven U.S. northeastern states and has a robust ecommerce platform.

[www.ems.com](http://www.ems.com)

# **BOB'S STORES**

**HOME OF THE BEST BRANDS OF FAMILY  
APPAREL, FOOTWEAR AND WORKWEAR  
FROM FOOTWEAR, APPAREL TO WORKWEAR, BOB'S  
HAS THE BEST SELECTION OF NAME BRANDS FOR  
THE WHOLE FAMILY - BOB'S STORES**



## **ABOUT BOB'S STORES**

With a 67-year history of providing families in the Northeastern U.S. with a broad selection of such leading national brands as Timberland, Carhartt, Champion, Under Armour, adidas, Skechers, Levi's, and others, Bob's Stores ("Bob's") has a strong reputation for affordable prices and comprehensive merchandise offerings. The retailer's stores are conveniently located in strip malls and power centers, near its loyal customer base. [www.bobstores.com](http://www.bobstores.com)



# ***THE RHYTHM OF CHANGE***

by Dr. Larry Kuhn

WITHIN EVERY SONG, PERSON, RELATIONSHIP, TEAM,  
ORGANIZATION, OR CULTURE, THERE IS A HEART-BEAT  
– A RHYTHM – A GROOVE.



It's not readily apparent, but when you sense it and tap into it, everything begins to make sense. While my history with GoDigital Media Group does not extend back to the early days, I've been listening for several years to public forums (monthly meetings, newsletters) and personal coaching sessions with GDMG leaders, I've noticed a steady rhythm of change. At the core, Jason's vision provides the inspiration; and we resonate with his passion for growth and come together, joining with him to create synergy in response to the changing rhythms of the culture. As a diverse collective of highly creative people, we imagine

infinite possibilities, embracing a vision that will continue to simultaneously inspire and challenge us with a constant cadence of change. It is a challenge for most.

Changes within the company may leave us feeling nostalgic. We may feel overwhelmed in the present, and even a bit uncertain as we look forward. These are natural experiences. As the organization repeatedly pivots to align with customer needs, there are some who fondly "remember when" the organization's identity was linked to its primary CONTENT. What originally began as a movie company became a music company (Cinq Music). GDMG transitioned to digitally distribute (ContentBridge) and monetize intellectual property (AdShare). Within the past two years, the vision expanded to encompass new networks of diverse COMMUNITIES (mitú, YogaWorks) and unique synergies were co-created to support those communities through financing (Sound Royalties) and COMMERCE (Eastern Mountain Sports and Bob's).

## **EXPANDING HORIZONS**

Indulge the metaphor of music while considering the organizing nature of rhythm within the context of experiences at GDMG. Whether playing music that is simple or complex, performing well together is both a multi-tasking skill as well as a creative art. Musicians learn how to listen well to others, to blend, and to harmonize. Everyone quickly notices the resulting discord and dissonance when individual values, needs and motivations clash within the group. Cohesion happens only when we learn to listen closely for the rhythm while keeping one eye on the conductor.

It is in each of our interest to listen, find the groove, and perform with excellence. This means we don't march to the beat of our own drum. Each member of the band plays their part well, while listening to the blend, AND watching the conductor - or it becomes a cacophony of everyone doing their own thing. Being around a visionary conductor like Jason stretches our horizons beyond the naturally familiar limits of self-interest, individual needs, and private agendas. Together, we have a shot at performing alchemy (turning base elements into gold) and experiencing synergy (doing something more significant together than we could individually). Each of you are hereby challenged to perform your part with excellence as we grow; leaning into the purposeful, steady, and now familiar rhythm of change.

# M-COMMERCE

## Where the Customers Are

By Steven Fisher

IN THE WORLD OF COMMERCE, NOTHING IS GROWING AS FAST AS M-COMMERCE, OR MOBILE COMMERCE.



### WHERE ARE TODAY'S CUSTOMERS?

#### THEY'RE ON THEIR PHONES.

Two thirds of all e-commerce purchases globally (\$2.3 trillion worth) were made on via mobile device, mostly smartphones. This evolution of e-commerce is important, in that companies need to take note of how transactions are being made if they're looking for continued growth.

#### In other words, brands need to be where the customers are.

M-commerce started off slowly, about eight years ago. As more people bought into the convenience of smartphones and internet speeds increased, consumer became more and more comfortable with purchases goods and services with their mobile devices.

Banks and banking apps taught customers to trust the online banking process. Customers loved the convenience of scanning checks and depositing money into their accounts without ever physically going to their bank.

Retailers and their shopping apps started featuring robust catalogs of merchandise, complete with hassle-free check-out experiences. Payment providers like Apple Pay, Samsung Pay and Paypal all entered the scene.

The benefits of setting up shop to serve customers via m-commerce is obvious. 3.9 billion people, about half the world, now possess a smartphone. Websites are now using AR technology to help customers see what the furnishing will look like in their house, how those sunglasses will look on their face or what that beautiful watch will look like on their wrist.

Customer support will increase with both automated and remote services to keep customers happy. M-commerce also supports a wide variety of payment methods, which is more important than ever.

The downside to m-commerce? It's not cheap. There's the ongoing costs of app development, internet security, database upkeep, payment gateways, fulfillment costs... etc. Lots of middlemen to cut into profits. But compared with the eye-popping capital expenditures of setting up brick and mortar stores, m-commerce is a great way to go.

ONE THING IS FOR SURE. IF YOU HAVE THE RIGHT PRODUCT, AT THE RIGHT PRICE AT THE RIGHT TIME, M-COMMERCE IS THE TICKET TO BIG SALES.

# THE YUBIKEY

## A LOVE STORY

By Steven Fisher

### *What's not to love about the Yubikey?*

Simple, durable and versatile, the Yubikey is a solid layer of defense against attackers trying to access your online accounts.

### *That's why GoDigital Media Group*

*loves our Yubikeys!* Perfect for all of us working in the office, or from a laptop anywhere in the world.



Multifactor authentication is the single best thing you can do to secure your accounts. The first Yubikey was launched in 2008 by Yubico to make simple and secure logins good for everyone.

Now all leading platforms and browsers support the Yubikey. The more users that adopt the Yubikey, the more secure our online activities become.

Getting back to multifactor authentication. MFA is critical to secure your accounts. Unlike other systems, Yubikey is not based online. A single Yubikey is multifunctional, securing your login to email, online services, apps, computers and even physical spaces.

**Someone phishing on one of your accounts?** Good luck. Yubikey offers outstanding defense against phishing scams. Yubikey works with all your favorite applications, way too many to list here.

**So how did we get to the point where we needed Yubikey?** The simple fact is that protection via single password is highly vulnerable. It's not strange for users to assign one, easy to remember password for multiple accounts. That's very dangerous. Today's bad actors with their fancy code generators can break into the average six-character passwords in less than 15 minutes. Once in that account, they know you have others too.

**yubico**

Yubikey doesn't sit still in regards innovation. Two years ago, Yubico introduced the YubiKey 5C NFC, a multi-protocol key that supports OTP, PIV/Smart Card, U2F, and FIDO2 and enables communications with USB-C and NFC all in one, allowing users to securely access online accounts across desktops and mobile.

Today, Yubico offers more than six different Yubikeys. **Wanna learn more? Go to [www.yubico.com](https://www.yubico.com)**  
Get the YubiKey, the #1 security key, offering strong two factor authentication from industry leader Yubico.



# WHY WE'RE MAKING ALL GDMG WEBSITES ADA AND WCAG COMPLIANT

Almost overnight, demand has exploded for websites to be made as accessible as possible. It is estimated that almost 20 percent of the population has difficulty navigating the average website due to vision and/or other cognitive issues. That means 1.5 billion people around the world might not be able to experience domains. We believe everyone should be able to enjoy access to our websites, regardless of ability.



The last few months GoDigital Media Group, led by Michael Vellatato, has worked to make our sites both ADA (Americans with Disabilities Act) and WCAG (Web Content Accessibility Guidelines) compliant. There's many additional reasons to follow compliance. Big companies have been sued for lack of user accessibility. SEO rankings now factor in a website's level of compliance. Many companies will only partner with other compliant companies. In the end, it's really just about being a good corporate citizen.

**SO WHAT ARE THE ISSUES FACING VISITORS TO OUR SITES?** For some, flashy graphics, bright colors and fast-cut videos can cause some people brain seizures. Some with vision impairment need crisper, outlined type to be able to read. Others with ADHD need the ability to highlight just one area of the page at a time for fewer distractions. Many users would like to have the option of navigating sites not with a mouse, but through the keyboard. Compliance also allows totally blind users to access and garner information from our sites.

Considering the complexity of today's websites, it's amazingly complicated to make sure every page on all our sites has readable fonts, large enough text, perfect alignment, good contrast, appropriate color saturation, not too much sound or animation, etc.

Fortunately there are companies that can help to make sure that most visitors to our site will have a good experience. We have engaged Accessibe to help make our sites compliant. Accessibe uses AI to scan everyone of our web pages, then generates a report so we can see all the issues that might limit user access.

To ensure compliance, we have installed a script onto each of our websites. The script activates a user interface that quickly allows users to find just the right accessibility profile for their condition.

So next time you log on to one of our websites, look on the home page for the blue, round accessibility icon with the white stick person. It symbolizes our efforts to make sure everyone, everywhere can see what's going on at GoDigital.



# ADMIT IT

# COUNTRY MUSIC

by Steve Fisher

## IS THE BEST

*"One margarita, two margarita, three margarita".*

Slap your butt and do a quarter turn, nothing on the planet beats country music. Allow me to pontificate.

Rumor has it that in the coming months, **Cinq Music will get into Country music in a big way.** And why not? Country is the most popular music genre in the US.

Arguably, Country is the best genre on the planet and deservedly so. The lyrics come from the heart, and most of the songs are about everyday people. People of all ages love country music. Whether you're seven or seventy, there is a song for you. In Country, sex is celebrated as beautiful monogamous thing, hardly a reference to a one night stand or other vulgarity to be found in an artist's catalog. No country artist is chronicling conquering multiple men or women the same night while high. In the world of Country, men treat women with respect and admiration. Women are wonderful just the way they are.



Now, some would argue that Country music is shallow, with redundant lyrics about beer, blue skies, pick-up trucks and parties that never end. If this is how you feel you're not listening close enough, pardner.

Now, admittedly Country music has changed drastically since the days of 1920's Atlanta, where fiddler Gid Tanner of the Skillet Lickers and Jimmie Rodgers took over the music scene. In the 30s and 40s it was artists like Gene Autry leading the way with popular barn dances around the country.

The 50's brought us bluegrass and the genius of Bill Monroe and Hank Williams. Ever hear of Elvis Presley, Bo Diddley, Buddy Holly, Jerry Lee Lewis, Ritchie Valens and Johnny Cash? All cut their teeth on Country starting in the mid 20th century.

The 60's had stalwarts Patsy Cline and Jim Reeves. The 70's were owned by a guy named John Denver, which gave way to present day artists Garth Brooks. Carrie Underwood, Shania Twain and Taylor Swift. Have we even mentioned icons like Willie Nelson, Dolly Parton, George Strait, the Eagles, Faith Hill, or Reba McEntire? More household names come from Country music than any other music genre.

Which brings up another reason why Country is king. Country music concerts are the best. Country artists appreciate their fans, and it shows live in concert. Fans are always invited up on stage while everyone sings along and has a great time.

All in all, Country music is good for the soul. It's the best music to listen to driving across the country. If there's a song running again and again in my head, it's probably a Country song. Happy, mad or sad, Country music chronicles our lives. Something to be said for that.



# Cinq

Latin Artists

# LIGHT UP

## The Summer Charts



**EL DE LA GUITARRA**  
Abraham Vazquez  
- De Aquí Para allá



**OTRO NIVEL, RE-VOLVER CANNABIS**  
El Traka



**REINA DE MI AMOR**  
Tania Domínguez



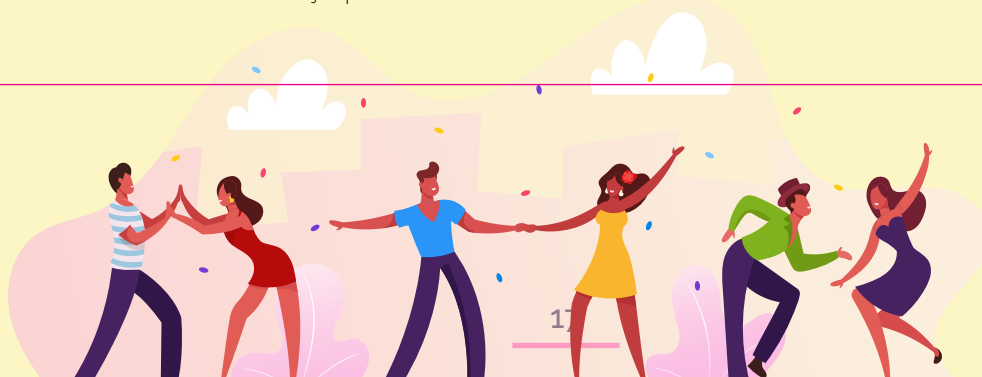
**FRESHY**  
Rios



**LO QUE FUI Y LO QUE SOY**  
Los Ejemplares Del Rancho



**ERASE UNA VEZ**  
La Momia, Producto Sin Corte,  
Lisux





# Cinq

## Latin Artists

# LIGHT UP

## The Summer Charts



**TODOS CAMBIO**  
Mafia The Creator



**VIVIENDO A MI MODO**  
Equipo Reforzado ft. La Travezia



**HOLLYWOOD**  
Estevan Plazola



**AMENECIO**  
Betan



**EL BLITZ**  
Lumar Perez



**EL JOVEN MARCIAL**  
Los Nuevos Ilegales Ft. Los De La Aurora & Banda Nueva Decision



**OUR**  
**SOUND**  
**ROYALTIES TEAM**

**2022**







LOGAN  
MULVEY



## NEWS

**LOGAN MULVEY**, WHO ONCE HEADED UP GODIGITAL MEDIA GROUP, HAS AGAIN JOINED THE COMPANY IN AN EXECUTIVE LEADERSHIP/C-SUITE ROLE, REUNITING WITH GDMG CHAIRMAN AND CEO JASON PETERSON. MULVEY IS TASKED WITH OVERSEEING MAXIMIZATION OF EACH BUSINESS UNIT, WHILE ALSO WORKING PREMIUM IP DEVELOPMENT. BEFORE JOINING GODIGITAL, MULVEY WAS THE CHIEF CUSTOMER OFFICER AT STRIVR, A VR-BASED IMMERSIVE TRAINING COMPANY.

*"I'm extremely elated to have Logan (Mulvey) back," says Peterson. "He's been an integral part of our 17 years of growth, as a colleague, partner and friend. We at GDMG rely on Logan to help us solve our most challenging business problems."*

*"Much has changed at GoDigital," adds Mulvey, who helped found the company in 2005 with the aforementioned Peterson. "Back then it was about music distribution and IP management, now we have music, network and commerce divisions. For his part, Mulvey says he'll take a "Zoom Out" approach, monitoring all current business models, making sure each business is set up for success. "We start by questioning whether the unit is even a viable business," he says. "From this validation process we direct the flow of resources, both financial and creative." Mulvey will also be active on GDMG's networks division, producing content through the recently completed merger of NGL Collective with mitu. "We already have seven TV projects in development", says Mulvey. "The Latin space is a great place to be right now, with some of the best content creators on the planet."*