

AdSHARE

Adshare™ Develops Innovative Digital Fingerprinting Software

GoDigital Media Group Company Partners with USC on New Technology

FOR IMMEDIATE RELEASE

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Los Angeles, CA – June 19, 2014 -- AdShare™ announced today that it has partnered with the University of Southern California to develop and commercialize an advanced audio fingerprinting technology. The industry leader in social media monetization has teamed with the top technologists at the major university to innovate this new functionality, which promises to outperform the competition in precision, agility and usability.

The project is led by acclaimed, published Professor C.C. Jay Kuo, Dean's Professor of Electrical Engineering – Systems. According to Kuo, the product, named Fast Audio Matching (FAM), is in late stage development and a force to be reckoned with. FAM is intended to detect clean and dirty or degraded audio despite background noise or distortions. It extracts inherent audio fingerprints from less than 15-second media clips that are robust to manipulations. It can be run on personal computers now, and will be implemented in mobile devices with a cloud environment in the near future.

An impressive roster of entertainment clients trusts and enlists AdShare™ to engage fans and monetize their brands. AdShare™ historically used basic fingerprinting and has progressed to intermediate technology. The new product would increase capabilities beyond any existing engine.

"We are proud to announce our partnership with USC and one of the pre-eminent minds in signal processing, C.C. Jay Kuo," says Jason Peterson, CEO of Adshare™. "We are excited to introduce and commercialize the next generation of audio recognition technology."

In addition to modernizing the industry, Peterson intends to use this technology to identify and track uses of media across broadcast and digital networks to generate new revenue

models for the media business. He proposes that the ability to track the usage of content may become more valuable than the content itself because content without the ability to track its usage will become very difficult to extract value from.

About AdShare:

AdShare™ is the leading social media monetization service for music, film, television, and sports rights-holders. It brings together a technology oriented multi-disciplinary approach to monetizing fan engagement online. AdShare's offerings include providing full service YouTube monetization and for existing YouTube Partners, the most robust and effective Optimization service on the market - generating substantial new revenue for its clients. 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. Engaging Fans. Monetizing Brands.™