***DJ Central TV forms strategic alliance and partnership with Cantara Global to expand its footprint into ASIA!***

We are very pleased to announce a new partnership that will see the syndication of our music TV shows into a very large ASIAN audience with the help of Cantara Global.

Cantara is the collaboration of American, Chinese, Australian and Korean founders. Initially covering the entertainment industry, Cantara has developed into a leading brand for taking foreign media content into high demand markets while connecting international brands, products and services. Formal press releases and news updates will follow over the next 14 days.

***WHAT CANTARA DOES BEST***

Cantara utilizes their strong network of partners around the world to provide the best online-to-offline (O2O) marketing and advertising services to businesses through music and media contents.

Sponsored by the International Business Innovation Association, the Innovation & Excellence Awards recognize businesses that have transformed over the past 12 months setting clear industry trends and advances.  In 2016, Cantara is awarded the “Most Innovative Commerce Platform for South Korea: 2016.”

The immediate networks that will feature DJ Central music TV content include:

* **Tencent** See <https://en.wikipedia.org/wiki/>Tencent
* **YouKu** - Similar to YouTube. See www.**youku**.com see <https://en.wikipedia.org/wiki/>**Youku**
* **IQiyi** - See  <https://en.wikipedia.org/wiki/IQiyi>
* **Sohu** - See <https://en.wikipedia.org/wiki/Sohu>
* **Le TV** - See <https://en.wikipedia.org/wiki/LeEco>

Cantara expects to soon be releasing the content on other platforms very soon, including:

* LuTong (China IPTV)
* D’Live (Korea).

***As Stuart Tabrett CEO of DJ Central TV says:***

*" This is a great partnership for us and allows us to focus on what we do best and that is to produce great music TV shows. The DJ Central marketing team have worked hard over the past few months to bring this together and we are excited about what this means for many of our artists and labels. China is a massive market and we have found the right partner to really open up that market for the company. "*

***ABOUT SOME OF THE NEW NETWORKS THAT WILL FEATURE DJ CENTRAL MUSIC TV:***

**Tencent** www.**tencent**.com See <https://en.wikipedia.org/wiki/>**Tencent**

Tencent is one of the largest Internet companies in the world, many services of whose include social network, web portals, e-commerce, and multiplayer online games. Its offerings include the well-known (in China) instant messenger Tencent QQ and one of the largest web portals in China, [QQ.com](http://qq.com/). Mobile chat service WeChat has helped bolster Tencent's continued expansion into smartphone services. Tencent holds 15% stake of [JD.com](http://jd.com/), one of the largest B2C online retailers in China.

In April 13, 2015, the market value of Tencent exceeded US$200 billion for the first time, hitting US$206 billion. On September 8, 2015, Tencent became the largest Internet company in Asia by value after Alibaba Group Holding Limited suffered a major drop ($141 billion over 10 months) in its share value.

Cantara is currently populating its own Tencent Channel.

***DJ Central's music TV shows are made available on the Tencent networks via our partnership with Cantara Global.***

**YouKu** - Similar to YouTube. See www.**youku**.com

Youku is one of China's top online video and streaming service platforms, alongside with [iQiyi](https://en.wikipedia.org/wiki/IQiyi" \o "This external link will open in a new window" \t "_blank), [Sohu](https://en.wikipedia.org/wiki/Sohu" \o "This external link will open in a new window" \t "_blank), [LeTV](https://en.wikipedia.org/wiki/LeTV" \o "This external link will open in a new window" \t "_blank), [V.QQ.com](https://en.wikipedia.org/wiki/QQ.com) (Tencent Video), [PPTV](https://en.wikipedia.org/wiki/PPTV), [56.com](https://en.wikipedia.org/wiki/56.com) and [Funshion](https://en.wikipedia.org/wiki/Funshion" \o "This external link will open in a new window" \t "_blank). Youku's domination in the Chinese market is enormous and only superseded by its competitor Baidu's [iQiyi](https://en.wikipedia.org/wiki/IQiyi" \o "This external link will open in a new window" \t "_blank)

Cantara is currently populating its own Youku Channel.

***The DJ Central music TV shows are available on the YouKu via our partnership with Cantara Global.*** For more information on this leading platform see [***https://en.wikipedia.org/wiki/Youku***](https://en.wikipedia.org/wiki/Youku)

**IQiyi -**China’s largest video platform. See [***https://en.wikipedia.org/wiki/IQiyi***](https://en.wikipedia.org/wiki/IQiyi)

In 2014, iQIYI introduced the first “video brain” in the world – iQIYI Brain is based on search and video data to understand human behaviors through content creation, production, operation and consumption. Using sophisticated data analysis plus robust cloud computing, industry leading bandwidth capacity and the world’s largest video distribution website, iQIYI is able to provide top-tier and intuitive video services for all of its users.

***The DJ Central music TV shows are available on the IQiyi via our partnership with Cantara Global.***

**LuTong** - Provides one of the best telecom, communication and internet services in China. Operates IPTV, telecom, internet services, game and call center. The network has highest IPTV market share in China and provides services to over 200 million households. They are #1 in IPTV advertising industry, 30% of market shares in advertising platform market.

***The DJ Central music TV shows will be available on the LuTong via our partnership with Cantara Global.***

Coming Soon! - D’Live (Korea OTT)

[www.dlive.kr/front/home/MainAction.do?method=index](http://www.dlive.kr/front/home/MainAction.do?method=index)

***The DJ Central music TV shows will available on the D’Live OTT network via our partnership with Cantara Global.****For more information on this leading platform see****[www.dlive.kr/global/english/product/digitaltv.jsp](http://www.dlive.kr/global/english/product/digitaltv.jsp)***