

BOLD Entertainment

Powered by BOLD Capital Group

“hub130” Digital Platform Launched Following Successful Broadcast of the Film Premiere for *This Is The Year*

*New Distribution Platform Is Ideal for Content Providers, Film Releases, Screenings,
Music Performances, Educational Programs and Much More*

Daniel Island, SC (September 15, 2020) – [BOLD Entertainment](#), a division of [BOLD Capital Group, LLC](#), announced today that its new proprietary content distribution platform “hub130” is available for producers of content to distribute directly to a worldwide audience. The cost-effective digital platform became available immediately following the recent successful premiere of the company’s feature film *This Is The Year*, directed by David Henrie and produced in association with his Los Angeles-based company Novo Media Group. The new platform has broad applications and can be used for film releases, musical performances, off-Broadway plays, fashion shows, educational programs and much more.

“We put together the technology partners and assembled an experienced team for the first of its kind premiere of the film *This Is The Year* and the results were incredible,” stated BOLD Capital Group’s Chairman Denis J. Gallagher.

The digital premiere strategy was developed to provide an exclusive, safe experience for fans around the world to not just watch the film but also participate in the red carpet pre-show. Viewers watched interviews with celebrities, listened to music from the film’s soundtrack, participated in a Live Q&A with the cast hosted by top social media personalities, and watched an exclusive performance by a Platinum-recording group debuting songs from their new album.

BOLD Entertainment created the “hub130 playbook” which includes advanced tracking mechanisms to collect a level of data far more advanced than what could be attained from a traditional theatrical release for a major studio release let alone an independent film. The premiere created fan buzz coupled with tremendous media attention that drove the audience to this one-of-a-kind event.

“We’re thrilled to make ‘hub130’ available to all producers of content who would like to capitalize on their projects, heighten media attention, build an exciting user experience

and provide critical data to potential post-event outlets while generating revenues,” added Gallagher.

“Users will have access to this now tried and proven technology platform with a menu for our complete marketing playbook. An added benefit is that we provide a secured paywall system with various pay options so that producers have a complete turnkey solution to get their content out to the public where it can be seen and paid for by viewers. The cost to get content out to a broad worldwide audience is now, let’s say, very affordable. And it can be out there now.”

BOLD Entertainment built a team and launched the marketing plan for the film on social media that in 18 days attracted over 4.6 million views of the [film’s trailer](#), created 1.6 million [website](#) visitors from 225 countries around the world, and saw an astonishing 4.9 billion earned media impressions during that short time period. The company’s goal now is to deliver the film to a broader audience in cooperation with a well-known worldwide media company where it will have the data to create an easy streaming distribution plan for millions of potential new viewers across the globe.

Director and writer of *This Is The Year* David Henrie said, “Thanks to our partners at BOLD Entertainment, we were able to create a brand-new movie premiere that historically only a select few get to attend, but in this case was viewed by tens of thousands of our fans. The safe and fun at-home experience was more than just a release to video on demand. BOLD Entertainment is exactly what their name says, they are, BOLD! They’re the new pioneers in this type of outreach to fans. They brought the whole package, the vision, experience, logistical knowledge and commitment we needed to deliver this new model together. Our fans loved it, it’s a new way to showcase our future films that’s for sure.”

BOLD Entertainment’s successful premiere of *This Is The Year* included the company developing and utilizing its aforementioned proprietary content distribution technology, a creative marketing and digital content strategy, social, paid and earned media, and securing major sponsorships for both in-film product placement and for the premiere event.

Producers interested in learning more about how to utilize the “*hub130*” technology platform and supporting marketing playbook to distribute content now, can send an inquiry to hub130@BoldCapitalGroup.com.

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About BOLD Entertainment:

BOLD Entertainment is a division of BOLD Capital Group, LLC, a premier business advisory and consulting business that works with companies to develop and implement innovative, comprehensive, and successful strategies to overcome business obstacles. BOLD’s team of experts have proven success in marketing and communications, technology, finance, event planning, public relations, and more.

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