



GoConnect Limited
ACN 089 240 353
Suites 1-3, Ground Floor
107-111 High Street
Pahran VIC 3181
Australia
Tel 61 3 9993 7000
Fax 61 3 9993 7099

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Company Announcement Office

Australian Securities Exchange Limited

By: eLodgement

Re Go JLJ Entertainment unveils new Content Division for China's Social Media

Please find attached a press release from Go JLJ Entertainment which is owned as to 40% by GoConnect Ltd. Go JLJ Entertainment is launching the Jermaine Jackson Presents multi-part multimedia event in China in 2014. Jermaine Jackson Presents is expected to generate significant revenue and profit for Go JLJ Entertainment and accordingly for GoConnect.

Yours sincerely

Joe Fekete
Company Secretary



**Go JJJ Entertainment Pty
Ltd**

Suites 1-3, Ground Floor
107-111 High Street
Prahran VIC 3181
Australia
Tel 61 3 9993 7000
Fax 61 3 9993 7099

Go JJJ Entertainment

Presents

Press Release
Los Angeles/Melbourne
For Immediate Release
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Re Go JJJ Entertainment unveils new Content Division for China's Social Media

"Content is King" said William Henry "Bill" Gates III, erstwhile of Microsoft®, in an essay of the same title, back in 1996. Back in 1996, Bill would not have envisioned that companies that are household names in China called Tencent, Alibaba, Baidu, SINA, Sohu, Youku are all now fulfilling his prophecy 18 years later in China.

The online Entertainment Content battle in China has started. Go JJJ Entertainment, the international entertainment production and marketing company that was established by the legendary Jermaine Jackson and his wife Halima Rashid who also has significant relationships in Bollywood, the US entertainment power broker Dirk Gibson, and ASX listed IPTV company GoConnect, spotted the emerging online interest in Western entertainment content in the China market almost a year ago and since then has been preparing for the 2014 launch of a multi-part multimedia event called "**Jermaine Jackson Presents**" that includes two related TV shows, the JJ5TV China music competition and reality TV show, and a movie based on the best-sellers book of Jermaine Jackson "You are not alone Michael through a brother's eyes". Go JJJ Entertainment is now putting the finishing touches to an exciting implementation plan for this incredible original content event across China. The plan will involve distribution and promotion of "**Jermaine Jackson Presents**" through social media in partnership with a major Chinese social media company, and China's national outdoor digital TV network.

Jermaine Jackson Presents including JJ5TV China is the first content project for Go JJJ Entertainment to establish an extensive distribution infrastructure in China. This infrastructure involves significant distribution via social media. A social media campaign has also commenced on a number of Chinese social networking sites including the Chinese micro blogging site of

SINA Weibo (equivalent to the Chinese Twitter but, with over 500 million registered accounts, is more than double the user base of Twitter). The site weibo.com/jj5tvchina went live on 10 December 2013 and has in the past 4 weeks without any advertising, attracted over 400,000 hits, demonstrating the popularity and power of the Jackson brand in China.

With **Jermaine Jackson Presents** on the launch pad, Go JIJ Entertainment is now preparing to implement the next phase of its comprehensive foray into China with original and Western entertainment content by unveiling a new division.

Go JIJ Entertainment will capitalize on the strong and decades long relationships Dirk and Jermaine have built up in America with Hollywood, with organizers for major events such as the Oscars and Grammy Award, and with major US TV networks, to channel Western entertainment content and access to celebrities for the China online and in particular social media market. Go JIJ Entertainment will be able to save China's online businesses, years in building trusting relationships and in securing relevant and compelling entertainment content from the West.

The new division will focus on Western entertainment content that has particular relevance to the China online market. With GoConnect's long experience and expertise in IPTV on all 3 screens of desktop TV, smartphone TV, and connected TV, and with GoConnect's established relationships in China, Western entertainment content providers will be able to use Go JIJ Entertainment to fast track their entry to the lucrative China online market which, with over 600 million online users, is easily the biggest single online market in the world.

As the everyday battle between China's online titans rolls on, their quest for Western entertainment content to increase the "stickiness" to their fixed line and mobile internet platforms can only get more aggressive. Content is King is creating a crisis mentality for the likes of Tencent, Alibaba, Baidu, SINA, Sohu, and Youku. As a competitor announces each content deal, the associated crisis becomes the opportunity for Go JIJ Entertainment instead.

“Go JIJ Entertainment was purposefully established with shareholders that had the key ingredients needed to be truly successful in the Chinese Marketplace: Creativity, Access to incredible Western entertainment content, Access to China, Key partners in China, the best in online communication and media technologies, understanding of online and mobile Internet and social media applications and a vision to bring it all together for long term growth.” states Dirk Gibson.

“Because of our unique experience and skill sets along with the combination of our long term relationships in both the West and the East, we will be able to implement strategies that will make us stand out from all the other companies trying to capitalize on the entertainment opportunities in China.” adds Jermaine Jackson.

“Timing is everything for the unveiling of this new Content Division, and that timing is certainly right for China now with the right product from Go JIJ Entertainment.” Says Richard Li, Director of Go JIJ Entertainment and Chairman of GoConnect.

For further information on this release, please refer to press release on www.goconnect.com.au or contact Richard Li on +61 3 9993 7000 or email him on media@goconnect.com.au.