

Darren Herft Will Return to Guvera: A New Era of Innovation and Growth

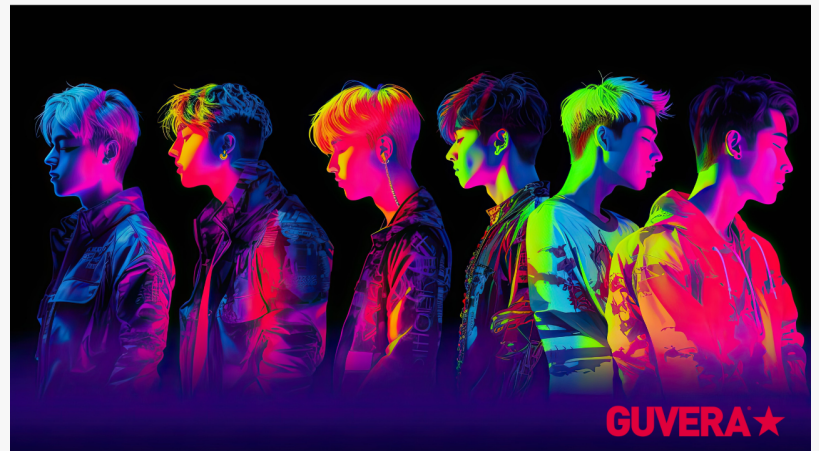
Darren Herft announces planned return to Guvera alongside innovative new company initiatives.

GOLD COAST, QUEENSLAND, AUSTRALIA, August 9, 2024 /EINPresswire.com/ -- Australian businessman [Darren Herft](#), announced this week that he will soon make a return to the Board of Guvera, highlighting multiple new projects and initiatives in the pipeline for the music streaming service.

Now a globally-recognized music brand partaking in a 50/50 music streaming partnership in Korea at no cost to shareholders, live on-stage events, a never-before-seen fantasy music experience, and an upcoming products line, Guvera has ambitious plans for international growth and a newfound scope for market expansion in the music industry.



Guvera returns with new initiatives.



Guvera signs 50/50 deal with Korean entity.

Darren Herft's announcement, systematically highlighting Guvera's new projects, along with Guvera's new website launch, propels the globally recognized former music streaming service into a new era of innovation.

New 50/50 Korea Partnership:

[In a video announcement to shareholders](#), Darren Herft announced Guvera's new partnership in Korea, strategically leveraging a 50/50 agreement – Guvera overseeing technology aspects, and their partners in Korea supplying streaming rights to over 600,000 K-Pop songs.

Guvera maintains its edge with a niche focus on the Korean market amid traditionally profitable legacy ventures like live events. With the company well-diversified and growing rapidly once again, Guvera is well-positioned for long-term growth.

SoundStage Live Expands into Grand-Scale Events:

"This is a company that we've owned for a number of years now," says Darren Herft, highlighting that SoundStage Live has worked mainly in concerts and festivals, however now plans to move into large-scale events.

Statistics are in favor of this bold move. Backed by the latest data, the music live event market generates more revenue compared to sports, comedy and theater, and its revenue prospects are explosive.

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We've seen this as an opportunity to rebuild the Guvera brand itself."

Darren Herft

The live music market size is estimated to increase by USD 35.56 billion and grow at a CAGR of 17.38% between 2023 and 2028, in-line with Guvera's mission to be a sustainable company positioned for long-term growth.

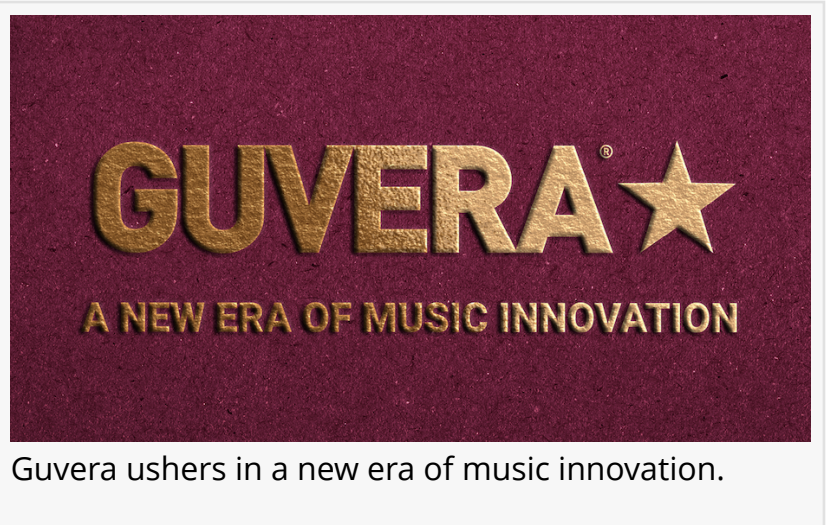
My VML:

My VML, which stands for My Virtual Music Label is an exciting new concept that the Guvera team has been working on for the last year. While much of the development for this project has happened behind the scenes, its plans are to revolutionize the fantasy world and how music fans engage with artists and songs.

Darren Herft shared in his announcement that My VML is a fantasy game in the music industry, specifically where fans can build their own music labels. On a daily, weekly and monthly basis, fans can track how their music is performing against some of the biggest artists in the world, building their own virtual music empires.

Niche Music Product Launches:

Sharing information about niche product lines and services, Darren Herft announced that products will become a major part of Guvera's new backbone.



“We’ve seen this as an opportunity to rebuild the Guvera brand itself,” says Darren Herft.

Darren Herft went on to say that the Guvera brand is known all over the world, and that unique product launches put Guvera back in the limelight and at the forefront of music innovation once again.

Guvera as More Than Just a Music Streaming Service:

Guvera’s plan to reach international audiences through exclusive streaming rights and strategic partnerships will allow the company to harness new sound, new audiences, and with it, new streams of revenue, untapped by the competition.

Guvera is making a strategic comeback with well-calculated marketplace pivots, putting the company on-track for global expansion once again.

Guvera

Guvera Limited

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