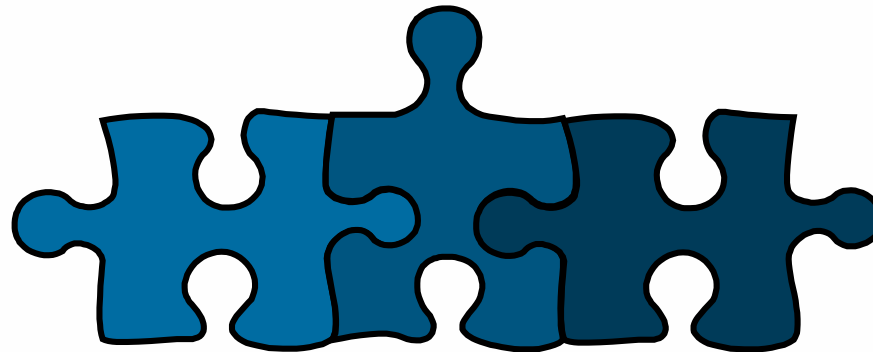




MediaKey

Unlock the potential of your media



Hosting

Protection

Billing

This document is confidential. Neither the document itself nor the specific information contained in the document may be used, reproduced or made available to any third party without explicit prior written consent from Mediakey ApS, Store Kongensgade 40H, DK-1264 Copenhagen K, Denmark, tel. +45 33 13 00 55, jacob@netgroup.dk, www.netgroup.dk

- The purpose of this presentation is to:
 - Present MediaKey – its capabilities and the opportunities
 - present a number of new business models that will increase your revenue based on your current media
 - present MediaKeys technical value proposition
- The next step after this presentation is to contact NetGroup to create a business case.

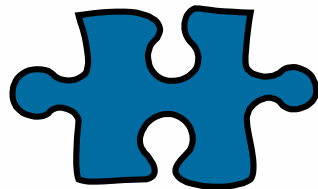


1. The new potential

2. Business cases

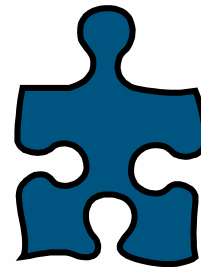
3. Conclusion

MediaKey is a turn-key solution enabling you to increase profit from your media.



Hosting

Our content distribution network enables you to deliver thousands of high quality media downloads simultaneously without the need for any new infrastructure investments.



Protection

- Distribute your media freely while still retaining full control
- Advanced usage analysis

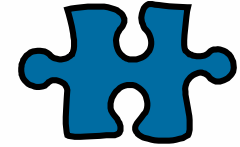


Billing

- Pay per view
- Subscriptions
- Micro payments
- Customized billing methods

Out-of-the-box support for credit cards, SMS, 900 billing and online checks.

Hosting



MediaKey is integrated with the NetGroup Data Center. Some of the advantages are:

- No need for additional infrastructure investments
- Capacity to handle 10.000+ simultaneous downloads
- Virtually unlimited storage space for music and videos
- Very fast download speeds using multiple Tier1 carriers
- Service level agreement with 99.99+% guarantee
- 24/7 monitoring and support

Protection



Through the protection and licensing system, you are able to define almost any rule for the usage and distribution of your media. Here are some of the advantages:

- Encryption ensures total security
- Define the number of views
- Geo Control limits the viewing to a geographical area
- Limit viewing to a specific time period
- All usage is tracked in detail and with geographic information
- Require consumer to enter a specific code to view media.

Billing



MediaKey provides an very flexible billing platform that does not require the merchant to have its own internet merchant account. Some of the advantages are:

- Support for multiple currencies
- Support for credit cards, online checks, SMS and 900 number
- Pay per view billing
- Subscription billing
- Prepaid billing
- Membership billing

For more information please request our Billing Whitepaper.



1. The new potential

2. Business cases

3. Conclusion

Business case

MediaKey solves a wide range of the problems that media owners are presented with in today's broadband era and even turn a number of the biggest problems into even bigger revenue opportunities.

Some of today's problems and challenges are:

- Content is illegally copied on P2P services like Kazaa
- Control public announcements until a certain time and date
- Limit the viewing of a video to a certain geographic area
- How to sell music on the Net without major investments
- How to independently track usage of certain media
- Distribute DVDs and CDs with magazines – but how to charge for usage
- Subscribers to online sites download all videos and continue to view them even when their subscription has expired

P2P services

One of the biggest problems today is that music and videos are distributed freely on P2P services like Kazaa and eDonkey.

By encoding your music and video using MediaKey, you can control who is allowed to hear / view your content.

A typical use of MediaKey is to encode the content, but silently allow every consumer to view / play the content and spread it around the globe using p2p services.

When a critical number of consumers listens / views the content on a daily basis (for instance more than 5000 consumers per day) the MediaKey system can automatically block every request and require the consumer to pay a small fee for using the media.

The result is that the the power of p2p networks is turned into 100% free and very efficient distrubution channel for all your media.

Public announcements

Many companies want to distribute videos along with public announcements but choose not to because the receiver will be able to view it as soon as he receives the video.

When the video is protected with MediaKey the receiver will not be able to view the video before the date and time determined by the company.

Along with this comes the possibility of control which countries the media can be viewed in. A company may want to release different announcements to different countries without each country being able to view each other's.

As a result of this companies will be able to create very powerful presentations for their public announcements.

Geo Control

Video rental services are limited to distribute their videos in a specific country only.

With normal video distribution over the Internet today rental companies has no way of controlling the international usage of the video once it put onto the Internet.

This prevents the video rental services from profit from the new possibilities of broadband rental.

MediaKeys Geo Control enables all media distributors to control exactly the countries in which his media is playable.

You might wanna purchase distribution rights in a country when a dailyly demand for your videos reaches a critical mass. Such numbers are easy to get in our advanced report module.

Distributors faced with the same dilemma will now be able to profit a lot from the new broadband possibilities introduced by the Internet.

Sell music online

Independent artists and small record companies are faced with a number of challenges when using the Internet for selling music. This prevents them from getting their share of the huge profit made today from online music sales.

When choosing normal distribution a song quickly finds its way to P2P networks like Kazaa and eDonkey. On top of this, it is difficult to sell a single song for \$1 via credit cards since the processing fees would quickly eat up the profit.

With MediaKey artists and record companies have the possibility of protecting their musik so it will only be playable by paying customers. Customers who have not yet paid the music can have the opportunity of playing the song once before they are presented with a billing page.

The first time a customer purchases music he deposits at least \$10 in his MediaKey account enabling him to buy songs for \$1 without placing any processing fees on the artists or record companies.

Independently track usage

In order for modern ad campaigns to become real effective online videos are required. Normal technology will give no indication of the actual market penetration of these videos.

MediaKey enables you to issue a license to the user for statistical purposes only. This is done silently without the user ever noticing that the video is protected.

All usage data is collected along geographical information and saved in our databases. The summarized data are then made available as executive and detailed reports.

This gives you the true picture of your market penetration with your ad campaign.

Additionally you can require viewers to visit a campaign website or fill out a poll before being able to view the video.

DVD and CD distribution with Magazines

When attaching a DVD to a magazine with videos for your customers, you are not able to charge for any media on it. This limits the selection of media one would like to add to a DVD.

When protecting your media with MediaKey, you will be able to view your market penetration and charge users for specific videos on the DVD or CD.

Once the customer have acquired the Magazine with the DVD or CD he can start viewing the teaser videos. When he sees the full sized videos on the disc, he attempts to play it.

As he tries to play the full videos he is shown a page telling him to pay a small fee to be able to view the video.

A large amount of users choose to buy the full video now that their motivation is high due to the teasers they have just seen.

Subscription to online services

When a customer ends his subscription he is still able to view the movies from the website. This prevents the customer from paying for a subscription once he have downloaded the videos.

By using MediaKey you can control when a customer is allowed to play your videos and what to do if he is not allowed.

After the subscription ends the use is not only unable to view the videos, he is also presented with a signup formula for a new subscription.

This gives you an excellent conversion because the user is actively trying to view the video which he will be able to see if he just pays the subscription.



1. The new potential

2. Business cases

3. Conclusion

Conclusion

MediaKey will:

- Increase your revenues
- Protect your digital rights
- Monitor and track the use of your digital media

MediaKey will **not**:

- Require you to invest in new IT infrastructure
- Require any changes in your current systems
- Require any costly education of your employees



MEDIAKEY™

The DRM solutions provider

Mediakey ApS