



HOSTED DIGITAL CONTENT DELIVERY

Technicolor Electronic Distribution Services offers a fully hosted suite of back-end services for the broadband delivery of high value digital assets.

END-TO-END SOLUTION

- Encoding & Encryption
- Digital Rights Management
- Hosting & Storage
- Offer & Promotion Management
- Broadband Delivery
- Order Fulfillment
- Reporting & Settlements

SERVICE FEATURES

- No-Cost Content Prep
- Pay-Per-Transaction Pricing
- Online Merchant Portal
- Online Content Provider Portal
- Detailed Reports

Digital Content Distribution: A New Model

Technicolor Electronic Distribution Services offers a hosted end-to-end solution by integrating a single workflow from content preparation and ingest to content and license delivery and transaction fulfillment. This reduces unnecessary start-up costs, streamlines delivery and provides an optimal solution for both content providers and merchants alike.

Today, digital content distribution over broadband is hampered by a fragmented supply chain, inflexible and incompatible platforms and inconsistent user experiences. With a myriad of acceptable physical content delivery channels already in place, there has been little progress made toward more cost effective electronic delivery methods. However, 2007 brought with it two major advances that will help turn the tide toward electronic distribution:

1. broadband delivery costs plummeted across the board;
2. Technicolor launched its Technicolor Prisma™: Full Spectrum Content Delivery Platform.

Combined, these two breakthroughs pave the way for delivering high value digital assets cost effectively, securely and consistently across the Internet.

The Technicolor Solution

Technicolor invested in electronic content delivery infrastructure and built its centralized Technicolor Prisma™ platform to reduce start-up costs and barriers to entry. Bringing its 90-year legacy of content management and delivery to bear, we have developed a superior solution that enables rapid market entry, minimal financial exposure, and long-term sustainability. We provide a turn-key solution that enables everyone in the digital supply chain to focus on the most important aspect of their business: customers. Our DRM and format agnostic platform supports a diversity of business models and can be tailored and aligned to your needs.

Key Content Provider Benefits

Contact Technicolor Electronic Distribution Services today to see our live, in-production solution and to discuss how we can enable the next phase of your business' electronic evolution.

Technicolor's centralized solution offers simple, consistent & reliable access to multiple digital retailers & platforms worldwide. As a result, Content Providers can rely on:

- A profitable & balanced digital distribution ecosystem
- The ability to optimally monetize the entire content catalog
- Expanded reach across a large & growing number of digital retailers & platforms
- Control of content security, content quality & data integrity
- A rich and consistent consumer experience.

Key Merchant Benefits

Technicolor empowers digital retailers to create a unique consumer experience and enables them to focus their investments on marketing & merchandising. As a result, online Merchants benefit from:

- Profit margins at all volume levels
- A robust & sustainable distribution solution
- Superior & differentiating consumer experience
- Streamlined & timely access to a broad & relevant content catalog
- The ability to monetize content & services under a variety of business models.

Helping to Usher in the Future

Transition from physical to digital content delivery is not a question of "if" but rather "when." Certainly consumer electronic devices, broadband speeds and user behavior all play into the equation. Technicolor is doing its part by offering a centralized & flexible solution that eliminates the majority of fixed costs with the additional goal of continuously reducing long-term variable costs. This translates to higher returns for all members of the evolving digital supply chain. Our fully hosted service provides a turn-key solution that enables the delivery of your electronic assets to any device, anywhere in the world.

SAMPLE DIGITAL DISTRIBUTION WORKFLOW

