

## IBM Digital Media Solutions for the telecommunications industry



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### Highlights

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- **Digital media hardware, software and services for telecommunications service providers**
- **IBM Digital Media Solutions are designed to work with both broadband and wireless networks**
- **Digital media applications enable new revenue streams**
- **Integrated digital rights management enables the service provider to become a trusted media distributor**
- **Single source for digital media solutions**

### The digital revolution

The digital age, with its high-speed, high-capacity networks, coupled with the rapid growth of the Internet, has helped telecommunications service providers offer businesses and consumers a greater range of network services. Until recently, providers were limited to basic transport services, with little or no attention to the value of content on the network.

At the same time, entertainment and business media of all types have transitioned from analog to digital formats. Media applications ranging from the delivery of music to consumers, to a CEO's live video broadcast to employees, can now be delivered using Information Technology (IT).

More importantly, digital media can now be delivered to enterprise customers and consumers using their existing Internet Protocol (IP) network infrastructure.

The digital age is now becoming the age of convergence, where the network is being used to deliver a wide range of media and communications. Businesses and consumers are demanding new content-specific services that allow them to take advantage of the speed of broadband and the convenience of wireless networks.

This introduces a new era of opportunity for telecommunications Service Providers. It also marks a new era of competition where it is no longer enough to be cost-efficient and reliable in order to retain customer loyalty and remain profitable.

IBM is at the forefront of providing solutions that allow for the production, management and delivery of digital media content to consumers, employees and businesses. We now offer these digital media solutions in a form that allows Service Providers to offer them to their customers.

### **An example of wireless media services**

IBM is currently working with customers to implement a variety of innovative solutions for the telecommunications industry.

For example, using IBM industry-respected digital rights management software, companies can offer a music download service compatible with the copyright protection concerns of music labels. In addition, the IBM developed solution allows customers to manage and track each download transaction for the purpose of billing and music label royalty requirements.

### **Offering new network services, new revenue streams**

Years of digital media implementation experience has resulted in the creation of the IBM Digital Media Factory, a solutions framework with the infrastructure, applications, middleware, hardware and services that work well together as elements of a complete solution.

The IBM Digital Media Factory has been designed with telecommunications service providers in mind. It includes elements necessary for you to sell new services and better leverage existing investments in your IP and wireless network infrastructure.

The IBM Digital Media Factory includes middleware elements that integrate with existing telecommunications systems, allowing many of the digital media solutions to be offered as utilities to both consumers and enterprise customers.

In addition to enabling new revenue opportunities, IBM Digital Media Solutions also optimize bandwidth utilization and service management, helping to increase margins on service delivery.

### **Why IBM?**

Telecommunications providers turn to IBM because of our recognized leadership in delivering e-business solutions, our unsurpassed global services resources and our track record in deploying mission-critical applications.

IBM is one of the global leaders in the creation and delivery of leading-edge e-business solutions delivered via traditional and wireless network devices.

IBM and its industry-leading Business Partners reduce the risks of migration, enabling service providers to offer new, higher value-added services.

### **IBM Digital Media Solutions for telecommunications**

The following are solutions IBM can deploy to help telecommunications companies capitalize on the opportunities that lie ahead.

#### ***Media Management Portal***

A Media Management Portal combines the ability to produce and manage digital media into a telecommunications service utility. This provides the tools and network applications necessary to ingest and store digital media content for the purpose of collaboration and distribution within an enterprise, or with network-connected constituents.

A Media Management Portal gives your enterprise customers the ability to produce and manage digital media assets on a subscription basis, enabling a new revenue stream. It also provides a value differentiator to help win new enterprise private network business and retain existing accounts.

#### ***Media Distribution Portal***

A Media Distribution Portal combines one or more of the digital media distribution solutions from IBM into a telecommunications service utility. You can offer your business customers a way to deliver digital media to their consumers or employees on a usage or subscription basis.

Using digital rights management software solutions, security features can help you protect content from the point of ingest to the end device.

Multiple methods of distribution can be implemented, depending on the application needs of the end customer. Streaming video and audio is supported to consumers or employees over the Internet or on a private business network. Solution components can enable a provider to encode and distribute the media stream, and simultaneously archive the event in a content management system for later retrieval or playback.

Another method of distribution includes the ability to multicast large media files to multiple locations or end-users reliably. This type of distribution works well for satellite and wireless networks where file receipt acknowledgement can occur on a slower terrestrial back haul network.

These distribution methods, including integration with a provider's Business Support System/Operations Support System (BSS/OSS) and Customer Relationship Management (CRM) system, can be managed by your customer through an Internet portal interface.

#### ***Media on Demand Gateway***

Media on Demand Gateway is a combination of media industry partnerships and technology solutions that allow broadband carriers to provide digital media content services to consumers and small businesses. This broadband solution permits multi-media services to be ingested, stored, distributed, and delivered to an end-user through an IBM developed media gateway set top box. In addition, the transaction can be managed and authorized using a complete digital rights management and clearinghouse system.

#### ***Wireless IBM Digital Media Factory***

The IBM Wireless Digital Media Factory is a combination of media industry partnerships and technology solutions that allow wireless carriers to bring digital media content to consumers or enterprise customers.

This is a complete wireless solution that allows music and other consumer and business-oriented multimedia to be ingested, stored and distributed, and ultimately delivered (transcoded) to multiple wireless devices using security features.

The transaction can also be managed and authorized using a complete digital rights management system and clearinghouse.

#### **IBM—the complete telecommunications solutions provider**

For many businesses, the question is not whether to make the move to new digital media solutions, but how. IBM understands that getting there can seem a daunting task, involving changes to both your business processes and your information technology infrastructure. But these processes can be improved with the help of a global business and technology provider like IBM. We have the talent, technologies and commitment to help you seize the opportunities offered by the digital revolution.

IBM is a worldwide leader in creating, developing and manufacturing some of the industry's most advanced information technologies. Our experience with digital media encompasses everything from hardware and software, to services and consultancy, fortified by strong industry partnerships.

You need a technology provider who understands the telecommunications industry and has the digital media solutions you and your customers need to meet the challenges ahead —and succeed. Only one vendor can provide such a broad selection of digital media solutions across multiple technology tiers, easily integrated with existing applications to address real-world telecommunications needs. That company is IBM.

#### **For more information**

To find out more about IBM Digital Media Solutions for the telecommunications industry, we invite you to talk to your IBM sales representative, or visit:

**ibm.com/industries/media**

**ibm.com/industries/telecom**



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