

## AlbumDirect™ Trial Fact Sheet

- Overview:** First-ever market trial of an end-to-end digital music delivery system that offers a rich set of security features for fast and convenient distribution of CD-quality music to consumers over the Internet.
- Purpose:** To gather proprietary research about the consumer experience of purchasing and receiving music online and test the integrity of IBM's digital rights management system in downloading music from the Internet
- Sponsoring Companies:** BMG Entertainment, EMI Music, IBM, Sony Music Entertainment, Universal Music Group, Warner Music Group
- Duration:** Six-month trial, from June 29 to Dec. 15, 1999
- Participants:** Approximately 1,000 households in the San Diego area and 100 households in Portland, Maine, selected from among the local subscribers to Road Runner high-speed cable modem service
- Trial Format:** Participants downloaded rights-protected music onto their personal computers from AlbumDirect, a closed-end, online retail store established specifically for this test. The downloaded music could then be transferred to a CD recording device, which was the recordable digital medium complying with the trial's copy control policies that trial sponsors decided to use for the test.
- Music Offering:** Participants had access to a selection of more than 1,000 albums and more than 200 singles from both current and catalogue titles. Participants also were able to download and print artwork and liner notes for each release. During the trial, participants successfully executed approximately 4,000 downloads comprising more than 50,000 music tracks.
- Broadband Connection:** The Road Runner system is a 750 MHz, two-way, hybrid fiber/coaxial cable network offering Internet access at speeds up to 100 times greater than the speeds of residential telephone lines. Trial participants used standard Internet protocols to access the AlbumDirect electronic music store to purchase music and to receive electronic content from the content host.
- Evaluation:** Sponsoring companies achieved their primary research goals. The AlbumDirect trial emulated the consumer experience of a retail store in an online environment, validated the security features and viability of the technology, demonstrated high ease of use and overall positive consumer experience, and generated a wealth of technical and consumer research findings to assist the participating companies in making decisions regarding the commercial roll-out of electronic music distribution efforts.

**MEDIA CONTACTS:**

Keith Estabrook, BMG  
Phone: (212) 930-4961  
Email: keith.estabrook@bmge.com

Dawn Bridges, EMI  
Phone: (212) 492-1275  
Email: dawn.bridges@emicap.com

Kim Nguyen, IBM  
Phone: (415) 545-2187  
Email: ktnguyen@us.ibm.com

Laurie Jakobsen, Sony Music  
Phone: (212) 833-5056  
Email: laurie\_jakobsen@sonymusic.com

Bob Bernstein, Universal Music  
Phone: (818) 777-0589  
Email: bob.bernstein@unistudios.com

Jim Noonan, Warner Music  
Phone: (818) 954-5489  
Email: jim\_noonan@wmg.com