The Electronic Media Management System from IBM

A solution for digital media distribution and rights management

Innovations for the digital world
In today's fast-paced, electronic-commerce-driven society, there is almost unlimited potential for creating value through the digital delivery of media. Everything from music to books to games is available digitally, and while freedom of choice is good for the consumer, asset and rights protection for the owners of digitally downloadable content remains an issue. Unauthorized use of digital media files means loss of profits for artists and the distributors of their works, as well as higher prices for consumers. The Electronic Media Management System (EMMS) from IBM provides the foundation for the digital delivery of assets that creates new business models, enables flexible usage rights and helps protect the assets through the entire delivery process. EMMS offers the freedom to innovate in the digital world.

Innovate

Secure, flexible delivery of digital goods

EMMS helps deliver the security needed in the age of e-business. Security features provide protection of digital assets as they are distributed over public networks, while digital rights management features allow content owners to control how their assets are used. EMMS enables flexible and efficient routes to market for digital assets, with the capability to create innovative offerings for their use. Our system is already used for the electronic distribution of music, and can be adapted to distribute other digital media.

### Industry-leading technology that delivers

EMMS embodies IBM's e-business expertise and more than 30 years of experience protecting commercial transactions. With EMMS, creative works can be:

- Prepared
- Distributed
- Licensed to end-user devices
- Protected against unauthorized copying or use

EMMS allows content to be distributed via the Internet, satellite, broadband, wireless or cable networks. It can also be adapted for broadcast models. The wide range of reception devices for these files include PCs, set top boxes, kiosks, mobile handsets and low-cost consumer devices.

Delivering creative visions with confidence

IBM understands why many companies have yet to distribute digital media content over the Internet. It's difficult to control and manage the use of assets on an open network. That's why we developed the state-of-the-art, comprehensive rights management tools found in EMMS.
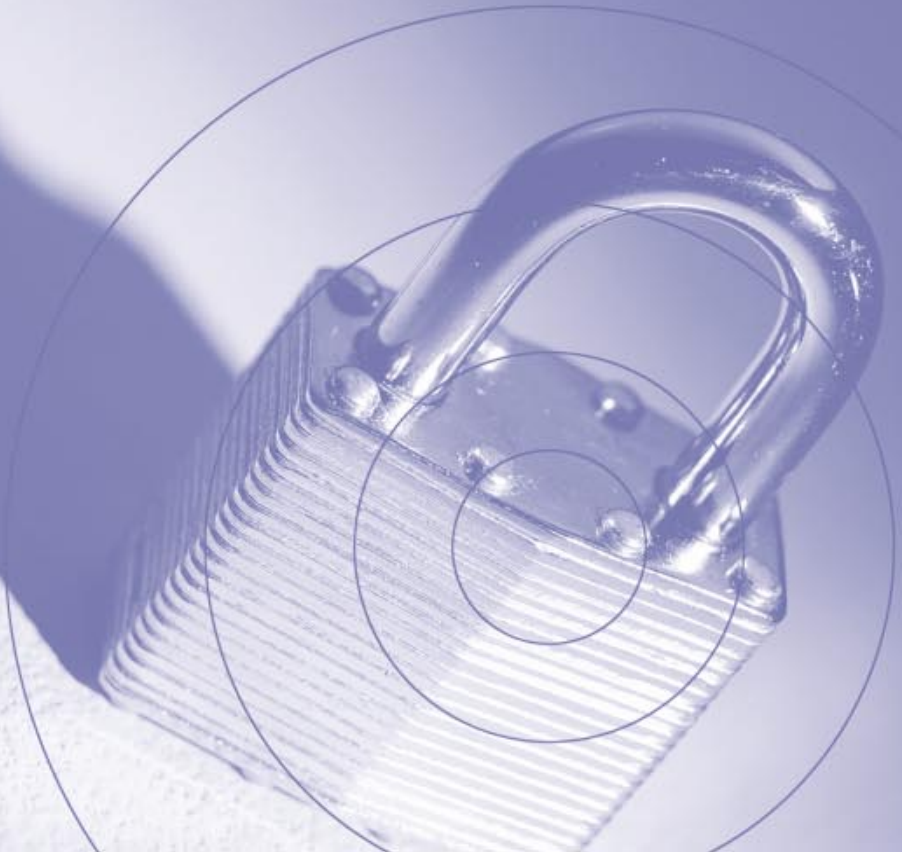
A complete end-to-end solution from IBM

The EMMS software tools provide a complete solution for the preparation, delivery and consumption of digital media via open networks to consumers or businesses. The solution includes five software programs that were designed to work together, but are also separately licensed and available. The illustration shows how they provide a total solution.

Content Owner
Prepares creative works for distribution. Sets digital property rights and embeds digital water-marks. Compresses and encrypts for distribution.

Content Host
Stores the encrypted content at one or multiple hosting sites for domestic and/or international distribution.

Electronic Retailer
Tailors promotional content to create customer offerings and provide customer service.

Clearinghouse
Controls digital content and the authorization of transactions. Provides financial clearing and reporting for payments.

Consumer
Uses and enjoys creative works. Can send content to their friends for sampling and purchase.

Endless distribution possibilities

EMMS allows you variety and creativity in delivering your products to customers and businesses. You can implement EMMS in commerce models such as:

- Wholesale or retail
- Pay-per-use
- Subscription
- Portable media and devices
- In-store delivery
- Promotions
- Super-distribution

From the creator to the consumer, everyone benefits

Everyone involved in the distribution chain can benefit from the implementation of the EMMS system, including:

Content owners
- Additional control and protection of their assets
- Methods to combat piracy
- Access to new business models
- Development of new business areas
- Rejuvenation of back-catalog or out-of-print product

Retailers/Distributors
- A launching pad to the e-commerce market
- Access to new sources of revenue
- Creation of hybrid distribution services at brick-and-mortar stores that combine physical and electronic inventories
- Reduced physical inventory

Portable device manufacturers
- Controls for transfer of content
- Flexible, standardized interfaces

Service providers
- Foundation for developing new applications and services
- Customization and scalability options

Consumers
- More content choices
- Convenience
- Portability of content
- Personalized packaging

Solution

A long-standing commitment to customers and technology
For more than 80 years, IBM has maintained a commitment to leadership in product technology and customer service. At IBM, we know the future of business is changing and we're here to help you harness the opportunities.

More information about EMMS
Version 1 of EMMS is specific to music. To learn more about EMMS and how it can work for your business, please visit **ibm.com**/software/emms.

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