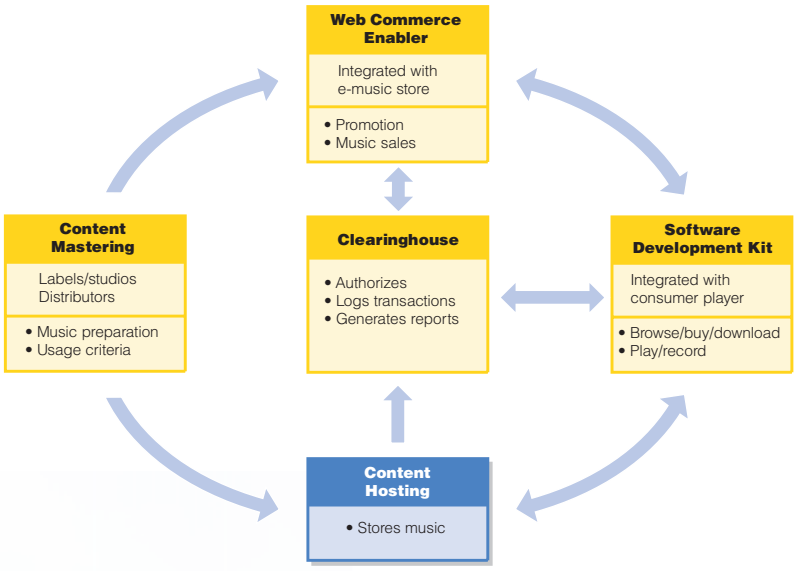
EMMS Content Hosting Program

Highlights

- Stores creative works prepared by content owners in EMMS formats
- Distributes creative works electronically to consumers upon an authorized request
- Optimizes distribution efficiencies and performance
- Enables single or multiple hosting locations for workload scalability
- Reports all distribution activity



Overview

The Electronic Media Management System (EMMS) Content Hosting Program provides the storage facility for the EMMS-formatted content that will be distributed to consumers. Many content-hosting sites can exist and reside in a variety of places, including music label studios or manufacturing sites, distributed server farms, head-end facilities, and retailers.

Content owners prepare and package creative works into secure containers using the EMMS Content Mastering Program and disperse them to an EMMS Content Hosting Site for storage. When a consumer makes a purchase, the transaction is validated by the EMMS Clearinghouse Program, and a license is sent to the content-hosting site to request delivery of the purchased creative work. The EMMS Content Hosting Program verifies the license and then downloads the appropriate secure containers to the consumer.

The EMMS Content Hosting Program services only authorized requests, and rejects downloads to consumers who have not completed the purchase transaction. When the download is complete, the EMMS Content Hosting Program notifies the Clearinghouse and logs the transaction information. Reports detailing all content-hosting activity can be generated and customized to facilitate billing for services rendered and to provide information for capacity management. The EMMS Content Hosting Program also provides version-management capabilities, enabling smooth migrations to new versions of content as needed.

The EMMS Content Hosting Program provides several scalability options to enhance performance and to increase content availability. It can grow individual server capacity by increasing, in increments, the number of concurrent connections used to serve consumer downloads. It can also be used to create a robust content-serving network by adding low-cost, replicable hardware servers, domestically or internationally.

For example, a single content-hosting site may connect together a group of servers containing identical content selections. The EMMS Content Hosting Program can automatically replicate content-secure containers and propagate database changes across these servers. This group configuration can increase the content-hosting site's capacity while providing redundant servers in case of server failure. Because these servers act as a single host, the EMMS Content Hosting Program consolidates the content-hosting activity on these servers into a single report.

Multiple content-hosting sites may be used to provide a worldwide geographic distribution of content hosts. These multiple sites may alleviate potential traffic congestion points and may help in reducing transport costs. The EMMS Content Hosting Program's scalability options allow for flexibility in designing content-hosting sites that can start small and grow in capacity progressively as workloads increase.

Key features

Security

Utilizes secure containers to thwart unauthorized use of the content during its storage and distribution

Control

Verifies requests for transmission of content to permit only consumers with a license authorized by an EMMS clearinghouse to download and utilize the content

Scalability

- Can increase or decrease the number of concurrent downloads per server by upgrading the program license
- Can dynamically add multiple servers and automatically synchronize content across the servers to balance or optimize workloads

Tracking

Logs and reports all transmissions

e-business services

IBM Global Services is ready to assist companies at every stage in the content life cycle. IBM Global Services offers: assessment of requirements, development of a functional specification, execution of any customization or extensions to EMMS Content Hosting Program, integration with existing applications or systems, network configuration and optimization, and management of the deployment. IBM Global Services also offers managed operations and outsourcing services. IBM Global Services is available to make EMMS an optimized solution for content distribution that meets each company's individual needs.

Ordering information for the EMMS Content Hosting Program

Description	*Part Number*
EMMS Content Hosting Program	PRPQ # P91670; 5799-D70
Software Subscription For EMMS	PRPQ # P91673; 5799-D73

Minimum hardware requirements

- 500-MHz Pentium® processor
- 512 MB of memory
- 18-GB hard disk
- CD-ROM drive
- 100BASE-T Ethernet adapter

Software requirements

- Microsoft® Windows NT® Server 4.0 with Service Pack 4 installed
- IBM DB2® Universal Database™ Workgroup Edition Version 5.2
- Adobe Acrobat Reader 4.0
- A Web browser that supports HTML 4 and Cascading Style Sheet (CSS)

For more information

For more information about the EMMS Content Hosting Program, please contact your local IBM sales representative, or visit our Web site at: **ibm.com**/software/emms.

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