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**IBM AND JUTEL TO COLLABORATE ON DIGITAL DISTRIBUTION  
TECHNOLOGY FOR RADIO BROADCASTERS**

*Companies Plan to Provide eCommerce and mCommerce Solutions for Broadcasters*

**Midem 2001, Palais des Festivals, Cannes, France -- Jan. 21, 2001** -- IBM and Jutel today announced plans for a joint development project to extend e-commerce and m-commerce capabilities to radio broadcasters and media content providers by enabling digital distribution of media (such as music) in a copyright-protected environment. The companies intend to integrate Jutel's RadioMan media broadcasting solution and IBM's Electronic Media Management System (EMMS) for electronic media distribution and digital rights management.

The integrated solution is designed to create new business models and revenue streams for radio broadcasters and media content providers by offering them the ability to sell and download audio content to consumers. The new features would also help broadcasters to differentiate their service and create customer loyalty. This collaboration between IBM and Jutel builds upon an existing relationship to jointly market and resell the RadioMan solution as part of IBM's broadband digital media portfolio.

RadioMan provides editorial and production toolkits for large radio broadcasters and media content providers for the management and distribution of all digital media. Using the security and distribution features of EMMS, RadioMan would facilitate the digital distribution of broadcast content and enable broadcasters to conduct e-commerce in both wireless and connected environments. For example, a radio broadcaster could enable consumers to purchase and download a song or other audio content to their PC or portable device as they are listening to it. In addition, the playlist information provided by broadcasters (such as artist name, track title, time of play, etc.) would offer consumers the exact information needed to facilitate the selection,

purchase and delivery of songs or other digital media content either immediately or whenever they so desire. This concept allows new conveniences to listeners no matter what the user device may be: Internet, wireless Internet, mobile devices, PDAs.

“With this new concept, listeners would be able to listen and purchase their music and other audio favourites instantly and easily. This kind of freedom of choice is likely to make the new concept a great success story in the market,” said Reijo Kivelä, CEO of Jutel. “Selling small, on-demand audio items is much like selling mobile phone text messages (SMS Messages) and mobile phone ring tones, which are hugely popular in many countries.”

“This unique implementation of EMMS in Jutel’s RadioMan solution is testament to the flexibility of IBM’s system,” said Scott Burnett, business development executive, IBM Global Media and Entertainment Industry. “We believe broadcasters in the digital age will embrace the ability to conduct commerce in a revolutionary way, and we look forward to working with Jutel to provide the solution.”

In addition to Jutel, EMMS has also received support from BMG, Handleman Company, JesterDigital, labelgate.com, Liquid Audio Japan, MediaMatec, music.co.jp, MusicMatch, NTT Docomo, RealNetworks, Reciprocal, Sony Corporation, Sterling Sound and Toshiba. EMMS was successfully tested in the first broadband music distribution trial conducted with the five leading record companies.

### **About EMMS**

EMMS is a comprehensive electronic media distribution and digital rights management system designed to support a broad range of media types, beginning first with music and audio content. EMMS provides the foundation for new business models created by the digital delivery of assets and offers a rich set of security features designed to protect the intellectual property rights of content owners throughout the delivery process. EMMS has an open architecture to allow technology advances in audio compression, encryption, formatting, watermarking, and end-user devices and applications to be integrated. EMMS is part of IBM's broadbased digital media management portfolio which offers comprehensive, enterprise-wide solutions for creating, managing, storing and distributing digital assets. Additional information on EMMS can be found at [www.ibm.com/software/emms](http://www.ibm.com/software/emms).

### **About Jutel**

Jutel is a technological pioneer in digital media broadcasting, whose clientele include large national broadcasters such as BBC in theUK, RTE in Ireland, Ertu in Egypt, Sveriges Radio in Sweden and Yle in Finland as well as media content providers. Jutel is an innovative software house with 16 years of experience in radio broadcasting systems. Jutel's strategy is based on the vision that the convergence of media, IT-technology and telecommunications is changing the broadcasting industry worldwide, with digital technology offering new methods of producing content services for customers. Jutel has enjoyed a business partner relationship with IBM since 1995. In 1999 the two companies agreed to strengthen their relationship by signing a worldwide reseller agreement.

### **About RadioMan**

RadioMan digital media broadcasting system is a highly sophisticated, made-to-measure solution, designed, in particular, for large broadcasters. RadioMan® is a productivity tool that seamlessly integrates the workflow of a broadcaster. RadioMan® has an open architecture, based on industry standards. Its unique design enables scheduling, programme planning, content production, versioning and broadcasting of programmes to multiple output channels like FM, AM, DAB (Digital Audio Broadcasting), Satellite, web and 3G. Interactivity and m-Commerce are some of the important aspects offered by the new technology.

### **About IBM**

IBM is the world's largest information technology company, with 80 years of leadership in helping businesses innovate. IBM is helping media and entertainment companies worldwide take advantage of the business opportunities made possible by digital technology. IBM offers a comprehensive portfolio of solutions, networking and service offerings that is transforming the traditional creative and business processes of media and entertainment companies and positioning them to leverage their intellectual assets into new commercial opportunities. Additional information on IBM strategy for the media and entertainment industry can be found at [www.ibm.com/solutions/media](http://www.ibm.com/solutions/media).

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