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## **MUSICMATCH AND IBM PROVIDE COMPLETE PATH FOR DIGITAL MUSIC DISTRIBUTION**

*MusicMatch Jukebox to Provide Users with Access to Major-label Content Protected by IBM Electronic Media Management System*

**WEBNOIZE, Los Angeles, November 14, 2000** -- MusicMatch, Inc., makers of the world's first all-in-one digital music jukebox, and IBM today announced that MusicMatch has licensed IBM's Electronic Media Management System (EMMS) for integration in forthcoming versions of the MusicMatch Jukebox software program. As a comprehensive electronic media distribution and digital rights management system, EMMS will provide security features for protecting the intellectual property rights of content owners during the downloading and playback process in MusicMatch Jukebox. EMMS is designed to support a broad range of media types beginning first with music and audio content.

By offering integrated support for EMMS, music fans who use MusicMatch Jukebox will be able to access, organize and play music protected with EMMS' rich security features. The relationship between IBM and MusicMatch will help provide content owners -- artists and record labels -- with a path for establishing commerce around the digital distribution of music. It also provides music fans with a convenient and seamless experience for enjoying music in the digital age. The EMMS-enabled MusicMatch Jukebox is expected to be available before the end of the year.

"MusicMatch Jukebox is an easy-to-use and consumer-friendly vehicle for the secure delivery and playback of copyrighted music," said Bob Ohlweiler, senior vice president of business development for MusicMatch, Inc. "By supporting the IBM EMMS in MusicMatch Jukebox, our more than 11 million users will be able to enjoy music being made available through new Internet delivery channels later this year."

"We are truly pleased to be able to offer consumers a very popular option for playing EMMS-encrypted music in the MusicMatch Jukebox," said Scott Burnett, business development executive, IBM Global Media & Entertainment Industry. "This agreement with MusicMatch continues IBM's work in providing the technology that will help the music industry conveniently deliver music to consumers while protecting the intellectual property rights of content owners."

"The relationship between IBM and MusicMatch will offer consumers a high-quality option for enjoying music encrypted with EMMS," said Kevin Conroy, President, Worldwide Marketing, BMG Entertainment. "We are pleased to see IBM and MusicMatch working together to provide a complete path for delivering music digitally to consumers."

"We are pleased the MusicMatch Jukebox will be made available to consumers, and that they'll be able to access EMMS-encrypted music," said Larry Miller, President, Reciprocal Entertainment. "Reciprocal is enthusiastic about our relationship with IBM, and we look forward to providing clearinghouse services for EMMS."

In addition to MusicMatch, EMMS has received support from BMG, Handleman Company, JesterDigital, Liquid Audio Japan, music.co.jp, RealNetworks, Reciprocal, Sony Consumer Electronics, Sony Music Entertainment Japan, Sterling Sound and Toshiba Portable Devices Division. EMMS was successfully tested in the first broadband music distribution trial conducted with the five leading record companies.

### **About MusicMatch Jukebox**

The award-winning MusicMatch Jukebox software is the first and only all-in-one jukebox software that delivers a personalized, customized music experience, giving music fans access to music they love, the way they want it. MusicMatch offers music lovers the freedom to play, record, organize and discover music in a multimedia-rich listening environment and also delivers personalized music recommendations based on listeners' individual tastes.

### **About MusicMatch, Inc.**

MusicMatch, Inc. ([www.musicmatch.com](http://www.musicmatch.com)) is a music company focused on giving people the music they want, the way they want it. The company's award-winning MusicMatch Jukebox software is enjoyed by more than 11 million music fans worldwide who trust MusicMatch to deliver personal fulfillment through music.

### **About Electronic Media Management System**

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 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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