IBM

**Realizing the value
of Digital Content**

e business

IBM helps you create, manage and distribute digital content with the infrastructure, hosting, storage, software and services you need to manage your business effectively

The digital age offers us exciting promises for the future - new markets, new products, new ways of reaching customers. Increasingly, e-business is becoming business as usual, supported by high-speed, high-capacity networks and driven by digital content. This rich media content, comprised of video, audio, images, documents, data and text files, brings infrastructure challenges to all companies who communicate electronically. So it's no surprise that corporate executives, IT managers and financial officers all understand that managing the growth of digital assets is fundamental to securing new revenue streams and realizing cost savings. The companies that can manage digital content and distribute it securely, in any media, to anyone, to any place or any device, at any time - and measure the result - will be the ones who sustain competitive advantage and succeed in the digital marketplace. **IBM can help.**

Why does my business need IBM's Digital Content Solutions?

- *There is untapped potential for cost and time savings in your operations*

- *Digital content investments can realize returns multiple times*

- *The revenue potential of your data library is untapped and unexplored, leaving you with unmined profit potential*

- *Your competitors are implementing cost structures to make them more competitive than ever*

- *Digital content solutions give your organization the needed skills to compete well into this new century*

- *You compete not just on product but also on time to market and speed of operations*

- *Digital data doesn't deteriorate so your data will be safe from loss for as long as you need it*

- *End-users are implementing broadband solutions and are demanding richer media*

- *Digital data is flexible and can be re-purposed in multiple formats*

- *Intellectual capital can be preserved as employees move in and out of the business*

- *As wireless usage grows, consumers and businesses will demand digitally-delivered data on many different and interchangeable devices.*

The business advantage

With over one million terabytes of data stored in digital file systems and over thirty thousand times more stored as analog film, paper, and audio/videotape, businesses need to manage massive amounts of data efficiently and discover ways to generate revenue and cost savings from it.

IBM can help. Entertainment and publishing, education and training, retail, travel and transportation, government, telecommunications, healthcare, and finance are just some of the many industries leveraging their digital content. We can help you make the most of your existing content and realize the best paths to your customers.

## Here are just a few of the benefits of working with IBM for your digital content needs:

- *IBM content management systems are based on proven, reliable core database products. More than 40 million users and 300,000 companies rely on IBM data management solutions.*

- *IBM is devoted to advancing open Internet standards and applications - including XML, Linux and Java™ - so that your solutions will be interoperable with other systems.*

- *We can implement customized solutions as well as pre-existing applications depending on your need, and we offer highly skilled project managers and industry-leading consulting services that help you figure out what solution best fits your business needs.*

- *We ensure full integration with your existing legacy systems.*

- *IBM offers a complete range of modular hosting services from co-location facilities to the management of your business-critical Web applications, and has the most advanced e-business and hosting skills in the industry including IBM's unmatched security services.*

- *No one knows more about managing large volumes of complex data than IBM. About 70 percent of all corporate data in the world is managed by IBM software and resides on IBM servers.*

- *IBM is a market leader in e-business customer care; IBM handled 42 million self-service transactions in 1999.*

- *IBM has a growing global network of e-business Innovation Centers staffed to help customers take their franchizes to the Net.*

- *IBM is the world's largest IT services company and our consulting services, software, hardware, infrastructure and integration are the best value in the industry.*

- *We are the world leader in innovation, producing more patents than any other company and bringing that forward-thinking technology to each customer engagement.*

- *As the data storage technology leader, IBM has invented - and continues to invent - much of today's most advanced technology in hard disc drives, storage systems, media tape and optical drives, and storage management software.*

New messages, new media

This new digital age is riding on an emerging infrastructure, where computing technology enhances not just on-line experiences, but also television, hand-held computers, mobile phones and the numerous other devices we're just beginning to conceive. The outcome is a new way to look at distribution channels - cable, satellite, digital broadcast channels and the Web - that create vast opportunities for repurposing digital content and for customizing your products. At the same time, lean new competitors, are squeezing margins, fragmenting audiences and dividing advertising and other revenues.

For most enterprises, the question is not whether to make the move to digital asset management, but when. Getting there can seem a daunting task. It takes a willingness to change, the right technology infrastructure and the aid of a global business and technology partner like IBM.

IBM is committed to expanding opportunities in digital content. That's what leadership is all about - turning risks into gain - and you can trust IBM to lead your business into this rapidly growing marketplace.
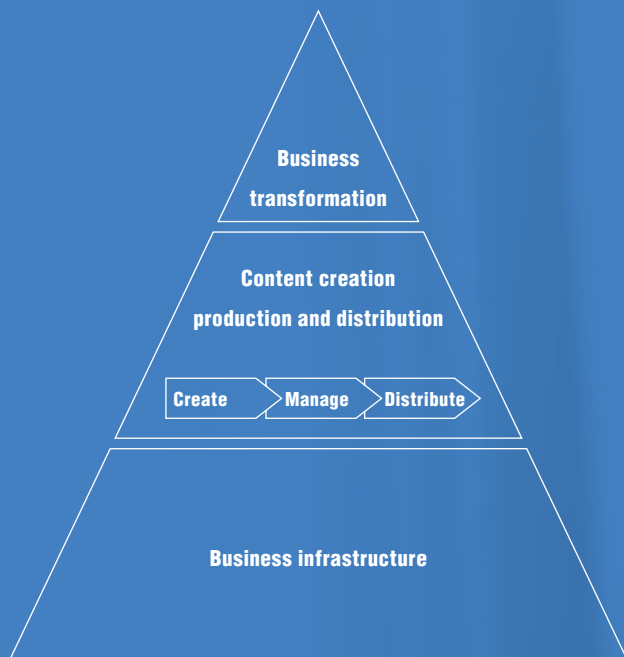
Succeed in today's competitive digital content marketplace with solutions from IBM that:

- Support the convergence of content
- Create, manage and distribute all types of rich-media digital content
- Enable e-business models to realize new revenue sources
- Cut costs by integrating time and money-saving processes into your everyday business practices
- Address the complexity of integrating new rich-media content models with legacy systems and network infrastructure.

This means that any content your business generates - documents, pictures, data files, videos or music files - could be re-purposed to reach new audiences. Your brand image, your market knowledge and your relationships with customers, employees and partners can all benefit from managing digital content effectively.

We can help

IBM Digital Content Solutions help every organization harness the power of their existing content to reach people in new, compelling ways. Built on open, standards-based software, our solutions are scalable, flexible, and secure to support the diverse requirements of companies - from the small design firm to Global 2000 companies, from network providers to network users, and from broadcasters to narrowcasters. IBM helps improve the way you create, manage, publish and distribute your content - from work processes, to market tools to the physical or electronic products you sell. Morphing your existing content into effective digital content with IBM's robust software and services lets you realize the cost savings and efficiencies your business needs to stay competitive.

Business transformation

Content creation production and distribution

Create Manage Distribute

Business infrastructure

Business Transformation

We get to know your business first. IBM world-class consulting experts work closely with your team to understand your particular business needs and IT environment. Then we design custom solutions for you, leveraging your data and existing IT investment. We'll get you to implementation fast using our library of technology assets. Our e-business solutions embrace open standards, so you not only conduct business efficiently and seamlessly over the Internet, but also enhance your existing technology.

New York Times Digital wanted to revamp its flagship property, NYTimes.com. IBM won the contract to redesign the NYTimes.com Web site from the bottom up. IBM provided consultancy services which covered everything from the analysis of user groups and communities to the content, services and features provided by the site, through to validating, defining and designing the technology infrastructure to support the service. "We've got exactly the right people on both sides to make this happen," said Scott Meyer, Vice President and General Manager of NYTimes.com.

When world leading publishing, media and information company VNU decided to go on-line and establish a Web portal (www.vrouwonline.nl) specially dedicated to its Dutch female readership, it turned to IBM for overall project management and support for the end-to-end, tailor made solution. "Without IBM's contribution, this project would not have taken off in the way it has," says Matthias Boswinkel, Publisher, VNU. "The success of the portal is largely thanks to IBM's approach, knowledge and outstanding technical expertise."
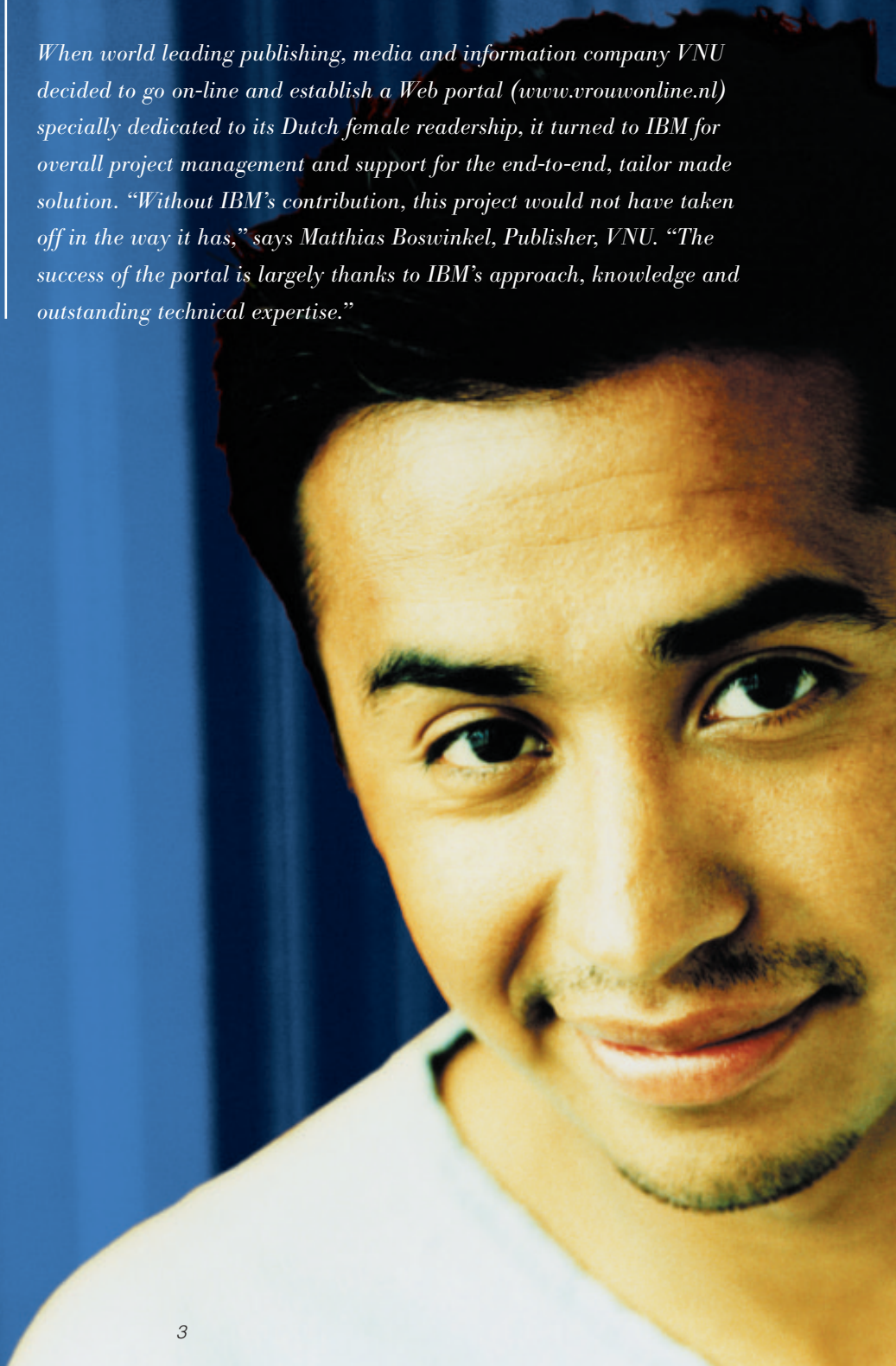
Video is the most powerful entertainment and educational medium in the world today. Technological advancements in digital video creation, streaming, compression, caching, bandwidth, and content-delivery technologies are bringing video and the Internet together as rich media. Our digital asset management solutions and services help you to catalog, index, and annotate original content as well as facilitate the search and retrieval of video content so that production processes can be streamlined and content can be effectively re-purposed. We can also help you harness the power of corporate networks, interactive television and the Web to find new ways to market.

McCann-Erickson, the world's largest international advertising agency wanted to store its vast archive of TV, radio and print advertising materials in digital form to give staff fast, convenient, desktop access to exactly the right soundbite, clip or image for its clients. By combining IBM Content Manager, VideoCharger and AdVISUAL solutions, 1,000 production reels and 3,000 commercials are now available online to creative staff. Searches for archived footage, which previously could have taken days, are now done in seconds, vastly improving the creative productivity of McCann-Erickson's employees.

CNN selected IBM Media Production Suite solutions to provide media management over its new digital archive system. CNN will be converting 115,000 hours of videotape collected during the last 21 years into a digital form - with another 15-20,000 hours arriving annually. With this new computerized archive, CNN is saving its older material from deterioration and is making it easier and faster for CNN users to find, retrieve and distribute video clips anywhere in the world.

IBM Media Production Suite is a robust production solution for the overall management of video assets. The solution is built on open standards, and is easily customizable and scalable to manage, archive, reproduce, assemble and distribute video assets in one comprehensive digital production environment.

Broadband Video Distribution. As digital content becomes digital assets, everyone needs better ways to manage and distribute content to consumers, partners and employees. IBM delivers Broadband Video Distribution solutions with highly reliable servers and storage; powerful management software; best-of-breed products from our strategic alliance partner The Fantastic Corporation; and proven consulting, integration and support services. These solutions enable content providers, enterprises, telco's and network operators to aggregate, package, manage, broadcast and view rich-media content over broadband networks.

T-commerce - interactive commerce over the television - represents a one of a kind branding and commerce opportunity for any company that sells products or services. IBM can enable any consumer-oriented company with a unique enterprise-wide pervasive architecture that provides for simultaneous commerce on the Web, wireless and interactive television networks.

For companies requiring a complete, secure solution for the preparation, management, and delivery of digital audio content, IBM has an end-to-end solution that includes content-mastering, content-hosting, a retail subsystem, a rights clearinghouse, and an end-user software development kit. IBM also offers an end-to-end solution for digital broadcast content management to large radio broadcasters, news agencies, and mobile media service providers. It is a scalable set of solutions that seamlessly integrates the many different tasks of radio broadcasting, including workflow, scheduling and program planning, content production, versioning and broadcasting of programs for multiple, new-media channels.

Five of the top music labels in Japan have implemented IBM Electronic Media Management System to download music from their Web sites securely while still protecting copyrights, with a combined download rate reaching over half a million within the first few months of operation and rapidly rising.

With the IBM Electronic Media Management System, NTT DoCoMo, the largest wireless operator in Japan, is now distributing digital music on demand over its wireless network, enabling downloads of music for playback on handy phones and audio players, as part of their innovative M-stage music service. IBM provided NTT DoCoMo with an effective media distribution solution while at the same time creating an appealing consumer experience for next generation services of IMT-2000.

BBC Wales is streamlining its radio broadcasting operations with IBM and Business Partner offering RadioMan, enabling faster and more efficient creation of programs, sharing and re-purposing of material across multiple sites, and simultaneous management of its multiple language services, parallel channels and studios. Presenters can now concentrate more on a program's content and less on its physical production.

IBM Electronic Media Management System is a comprehensive, proven e-commerce software solution for the distribution of digital content with systems that ensure that your digital data is tracked, measured, and controlled to prevent and battle piracy.

RadioMan from Jutel, is an end-to-end radio broadcast content management solution that enables content to be created, scheduled, organized, broadcast and archived simultaneously to multiple media channels, such as radio, Internet and wireless.
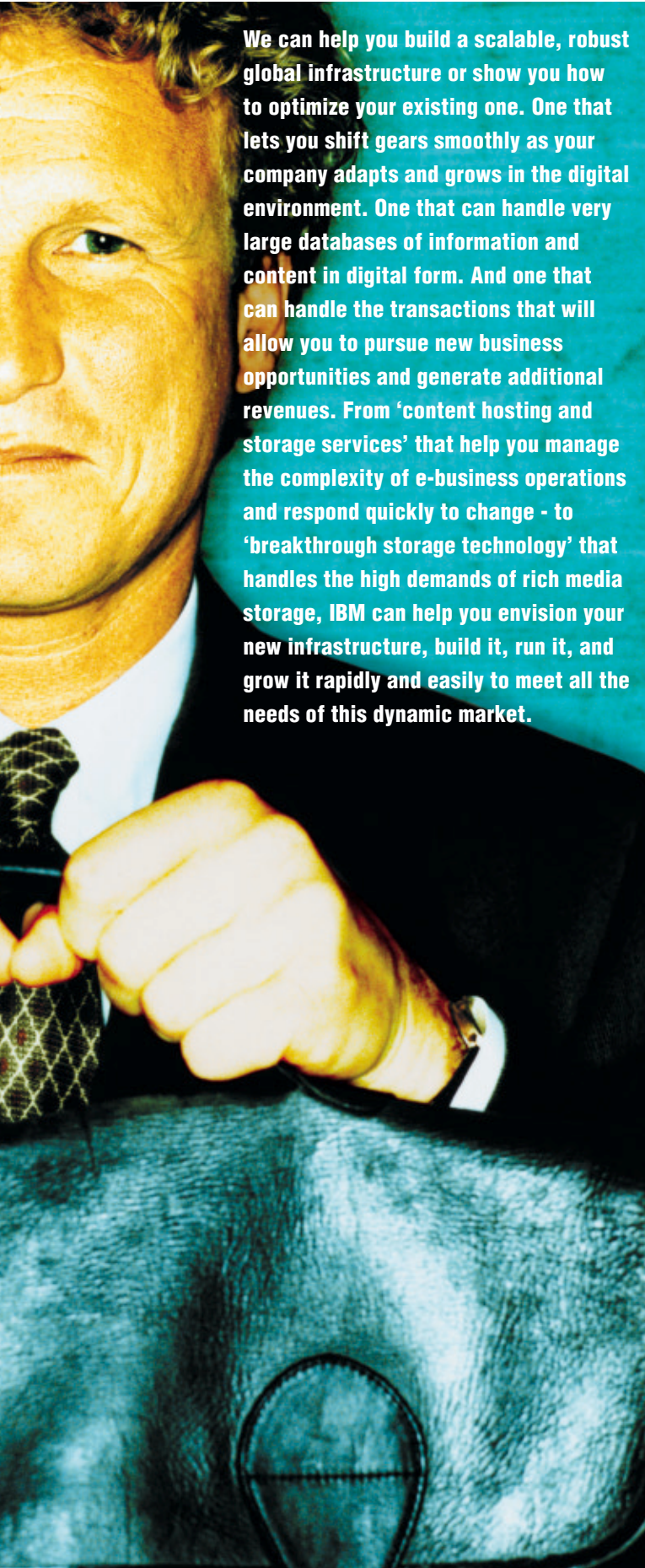
Text and images comprise a large share of the content your business produces, and the unstructured nature of those assets makes them difficult to manage. With IBM digital content solutions, you can effectively harness this unstructured data and even build a business around it. Whether you want a system that helps you search your assets and find them quickly through a custom portal or you want to re-purpose and syndicate your content, sell it on the Web, deliver it securely, or print it on-demand, IBM has the experience and expertize to help get you there.

The Columbus Dispatch selected IBM Networked Interactive Content Access (NICA) for digital asset management after a lengthy search. "The IBM NICA solution was the only archive system that met all the requirements for the Columbus Dispatch. The system needed to be able to store all of our images, graphics, pages and text in one single, easy to use archive. NICA was the only system that would meet the needs of today with plenty of room to grow for the future." Karl Kuntz, Managing Director for Graphics at The Columbus Dispatch.

Pressens Bild, part of largest Media Group in Scandinavia, "Bonnier AB", is now implementing NICA as their new Digital Asset Management solution. The first phase is to replace their existing picture-archive, but the plans are gradually to use NICA for all the digital assets. Pressens Bild is the largest providers of pictures to the newspaper and media industry in Sweden and serve as the Associated Press' agent.

IBM Networked Interactive Content Access is a sophisticated digital asset management publishing solution that's state-of-the-art in design and flexibility, making it possible for you to digitize, store and retrieve your multimedia assets quickly and easily. So reliable that the Associated Press has selected this solution as the upgrade path for its installed customer base.

Infrastructure and Hosting

We can help you build a scalable, robust global infrastructure or show you how to optimize your existing one. One that lets you shift gears smoothly as your company adapts and grows in the digital environment. One that can handle very large databases of information and content in digital form. And one that can handle the transactions that will allow you to pursue new business opportunities and generate additional revenues. From 'content hosting and storage services' that help you manage the complexity of e-business operations and respond quickly to change - to 'breakthrough storage technology' that handles the high demands of rich media storage, IBM can help you envision your new infrastructure, build it, run it, and grow it rapidly and easily to meet all the needs of this dynamic market.

NeTune Communications chose IBM to provide the backbone systems to support ShowRunner, NeTune's fully collaborative, all digital network service designed specifically for the media and entertainment industry. Utilizing IBM's advanced server and storage management technologies, security and system integration services, as well as global systems operations, ShowRunner dramatically collapses production costs and schedules. It enables TV and film makers to exchange, work on and discuss various data types - including production information, high-quality digital film dailies, computer generated special effects, and digital still images - regardless of time and location, all within a secure environment. "The technology promises to transform communication within the industry."
- Los Angeles Business Journal Technology News, Second Quarter 2001

IBM struck gold in its culmination of a 40-year association with the Olympic Movement during the 2000 Sydney Olympic Games. The official Olympic Games Web site, powered by IBM, handled unprecedented Internet traffic with 11.3 billion hits and 100 percent availability.

The end-to-end solutions provider

No one knows more about digital content than IBM. We are the world leader in creating, developing and manufacturing the industry's most advanced information technologies. Our experience with digital content includes everything from servers and hardware to software and consultancy. In fact, IBM is one of the only companies to offer you complete, end-to-end digital content solutions.

The promises of the digital age are waiting for you now. Let IBM show you the way.

Here are some examples of IBM and Business Partner software
solutions that can provide your business with reliable, innovative new
ways to create, manage and securely distribute digital content :

IBM DB2 Universal Database®

IBM WebSphere® Everyplace Suite (including XML tools)

IBM MQSeries®

IBM MQSeries Workflow

IBM Content Manager

IBM Content Manager VideoCharger

IBM Electronic Media Management System

IBM Networked Interactive Content Access

IBM Media Production Suite

IBM ViaVoice®

IBM Intelligent Miner®

Tivoli Storage Manager

Tivoli SANergy

Tivoli Storage Network Manager

Lotus Notes®

Lotus Domino®

IBM E-Newsroom (NPS)

MPower from PageFlex

AdVISUAL from AdWare

RadioMan from Jutel

CEC, CMC, MediaSurfer from The Fantastic Corporation

Put IBM on your team

To find out more about how IBM can help your company maximize the
value of digital content, we invite you to talk to your IBM representative
today, or visit our Web site at **ibm.com**/solutions/media