

# Entertainment Storage Hotel

## Secure Storage and Hosting of Digital Video Content

Digital distribution of video content is an exciting new market opportunity, but one that requires significant investment in technology and facilities when taken on in-house.

ESH offers an outsourced end-to-end solution, which reduces the complexity and required investments, for both content providers and digital media outlets.

The integrated ESH solution is applicable to practically all forms of digital video distribution (downloads, streaming, IPTV, 3G mobile) and covers the following areas:

### Content preparation:

Encoding to suitable formats, adding DRM protection and interactive features (such as a 'web version' of DVD menus), where applicable.

### Secure storage:

Both original and encoded content is securely stored on geographically diverse reliable storage systems. This ensures optimum availability, as well as the ability to repurpose the content in different or new formats when needed.

ESH systems are located in data centers equipped for maximum reliability, with features such as climate control, emergency power, fire suppression, physical access control and fast multi-homed Internet connectivity.

### Secure hosting:

ESH uses industry-standard DRM, combined with proprietary server-based security software, maintaining maximum content integrity and accountability. The exact method in which content is made available can be tailored to outlet requirements. For example:

For trials and small outlets: direct consumer downloads/streaming from ESH systems;

### For large outlets:

secure transfer of content to, and subsequent monitoring of, partner systems; For 'live'-content IPTV/3G services: (multicast) stream from ESH systems directly to subscribers.

### Enabling partners:

ESH provides outlets with a flexible and extensible interface, allowing them to start operations with a minimum of integration costs and delays.



### Accurate accounting:

Since ESH systems take care of delivering individual content licenses to consumers, outlet sales accounting is simple and reliable. Additional constraints, such as territory restrictions, can also be reliably enforced in the license issuing stage.

### Real-time reporting:

Content providers will receive periodic sales reports in their preferred format, and can access real-time statistics via a protected web interface as well.

