

Secure Promotional Content Distribution

Going all-digital with promotional content offers great potential for cost savings, but only if the digital solution takes into account the unique aspects of this form of distribution:

Time-sensitivity – temporary technical glitches shouldn't delay delivery;
Tiered availability – different markets and channels will have different release dates and times.

The ESH solution not only meets these requirements, but exceeds them by offering a number of features not usually available with physical distribution:

Content is locked and not playable until shortly before the release date/time for a particular recipient;
Each delivered copy has a unique audio watermark, allowing unauthorized copies to be traced back to the original recipient in many cases;

Real-time statistics on content use – how many recipients have already retrieved and/or played the content?

ESH delivers this product as a fully outsourced solution, with a low monthly per-recipient subscription fee, and a clear schedule for (optional) integration and support fees. The exact process will be tailored to the customer, but in general consists of the following steps:

Mailing list management

– All recipients are entered into a central web-based database. Recipients can be grouped by market, channel, and other user-defined criteria. If required, this information can also be obtained through integration with an existing database system. ESH will perform opt-in verification of all recipients via e-mail, as well as allow opt-out at any time, to ensure optimum mailing list quality;

Release management

– Promotional releases are entered into the central database, along with the content associated with the release. This content can be any combination of audio, video and other types of media (e.g. web links or PDF documents);

Release scheduling

– Exact release dates/times are assigned on a per-group or per-recipient basis. In addition to the actual release, pre-release promotional e-mails can also be scheduled;

Release mailing

– A few days before the release date, recipients will receive an e-mail with a unique, personalized download link to the promotional content. This will allow ample time to download the content, although it can not yet be played at this time;

Content unlock

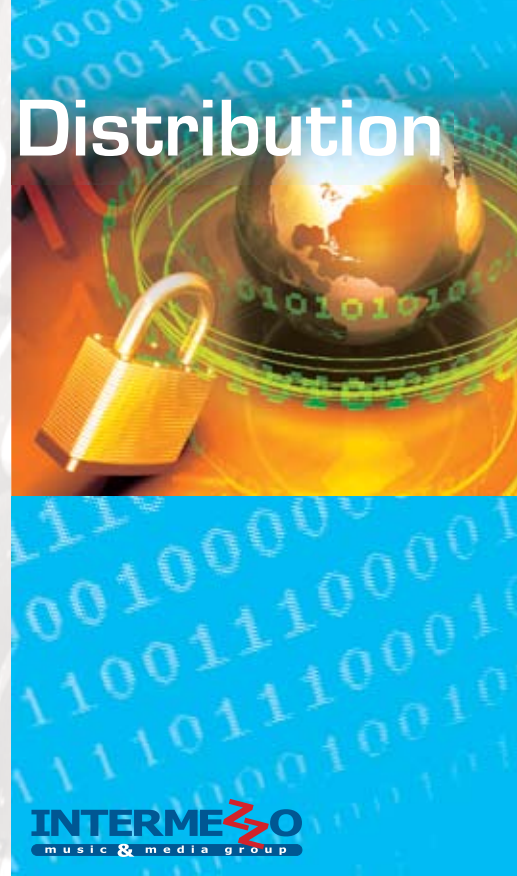
– A short time before the release date, recipients can unlock the promotional content, allowing them to play it and, for example, burn it to a CD. ESH uses the industry-standard Microsoft Windows Media DRM to restrict use of the delivered content as desired;

Campaign tracking

– Using the central web-based system, authorized users can view the progress of the campaign (number of downloads/unlocks) in real-time. Follow-up e-mails can be sent automatically, for example to all recipients that haven't yet downloaded the content one day prior to the release date. If required, royalty accounting data can also be generated from the campaign tracking data;

Audio forensics

– If promotional content is found to be distributed in unauthorized ways, for example on a peer-to-peer network, the offending audio file can be uploaded to the central web-based system, which will try to match it to a recipient based on its unique embedded watermark.



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