

_DISCOVERY REPLY

FOR MUSIC STORE

Commercial Music stays behind many business models in the media market. Radio and TV Broadcasters leverage on it for their programs, publishers sell it printed or as file format, mobile phone operators use it inside the users community, as music or ringtones.

Since the audiovisual archives become digital it was obvious that there were many companies investing a lot of money in music digitalization and cataloguing to do a similar or identical job.

An optimization could be possible due to the fact that broadcasters archives have a common base (at least 60 %), which never has been addressed properly by international associations.

Discovery Reply and discovery sysko, due to the long experience in the Radio and TV archives, set up a different approach to these kind of requirements; a system able to digitize and catalogue as efficiently as possible the commercial music archived on CD, vinyl and tape. An additional ingest module allows the direct download from the Record Label of the CD/DVD including the metadata and correlated material (cover, booklet, multimedia contents, etc.).

This infrastructure is able to sustain various kind of services:

- Coverage of the broadcaster/publisher value chain;
- B2C e-commerce.

- Connected e-Portal for Web and Mobile;
- An archive with web2.0 functionalities (interactive blogging, chatting, communities, Wikipedia and own Wikis, up- and download of info, payment clearing, e-ticketing and the complete integration with traditional broadcast applications like newsroom, weather, CMS systems);
- Record label integration: The complete content of record labels with all relevant data (metadata) and other information will be available for production and sales;
- A new fast and professional reporting tool for B2B and B2C will ensure new forms of collaboration with all kind of labels including newer and smaller ones. An additional booster is coming from the audio fingerprinting technology, able to sustain the automatic broadcasted music reporting process. The automatic reporting allows to minimize the reporting costs by optimizing the rights for royalty payments;
- CRM database to increase the knowledge profile about the listeners/viewers.

DISTINCTIVENESS

discovery sysko and Discovery Reply can leverage on more than 10 years background experience in the media markets in order to provide professional, cost/effective and reliable solutions to our customers. The offering is based on Discovery Reply™, their Media Asset Management Suite, on qualified third party products and on professional services for system integration.

MUSIC STORE CASE HISTORY

Discovery sysko and Discovery Reply have assisted Norwegian broadcaster NRK in the launch of its Digital Music Archive (DMA) and its e-Portal. The DMA is a core part of NRK's migration of its whole production line to digital file based technology. The broadcaster has established a portal to offer listeners access to its music archives via internet and mobile.

"Together with discovery sysko and Discovery Reply, NRK has now implemented into the DMA a series of value-added services which makes this solution a very unique one in the broadcast and media market," explains NRK's Jon Roar Tønnesen. "The services comprise new modules like record label integration, reporting modules of broadcast, streamed and downloaded music and

user interface enhancements for the journalists, archivists and end-users."

Discovery Reply is also supporting the Digital Asset Management system which underpins the e-Portal belonging to the DMA project.

The Record Label Ingest Module offers the possibility to import all kind of metadata and essence from the label-provider - including picture files or booklets - and makes these immediately available for production or for sales through various channels. The data can be updated at any time with additional information e.g. from Wikipedia. The reporting module also offers the possibility to add online charges for music licenses.

MUSIC STORE OFFERING

- The technological platform is based on Discovery Reply™, Reply's product suite for Media Asset Management on interactive sysko, the e-Portal suite for Web and Mobile.
- discovery sysko and Discovery Reply provide all services related to project implementation such as localization, integration, training, etc.
- Discovery Reply can leverage on a network of partners to provide the archives digitization services and e-Portals.



Discovery Reply, part of Reply, is focused on Multimedia Asset Management solutions and is specializing in large digital media digitization, archiving, cataloguing and distribution projects. Discovery Reply offer is threefold: Solutions based on Discovery Reply™; System Integration on Discovery Reply™ or 3rd parties solutions; Advisory on Digital Media Projects.

To know more, please visit: www.discoveryreply.eu or contact: discovery@reply.eu

Turin

Corso Francia, 110
10143 Turin - Italy
Tel +39 011 7711594

Milan

Via Ripamonti, 104
20141 Milan - Italy
Tel +39 02 535761

Rome

Via del Giorgione, 59
00147 Rome - Italy
Tel +39 06 844341



discovery sysko supports media convergence processes, merging TV, radio, internet, print and telecommunication with a distinctive focus in consulting services and products for managing digital media. discovery sysko bases its Multimedia Asset Management and Archiving solutions on Discovery Reply™, Reply's proprietary platform for Digital Asset Management.

To know more, please visit www.discovery.sysko.de or contact info@discovery.sysko.de

Gütersloh

Bartholomäusweg, 26
33334 Gütersloh - Germany
Tel +49 (0) 5241 50090

München

Klenzestr., 7
85737 Ismaning/München - Germany
Tel + 49 (0) 89 9968710