

SYNDICATION

INTRODUCTION

Irdeto's Publish, Control and Monetize solutions help a client take their content and give consumers access to it in the manner which best suits their business model. That may be free, advertising supported, protected content, paid content or a combination.

Irdeto's syndication capabilities enable clients to leverage what they have already accomplished with Irdeto and:

- Increase content/brand exposure
- Increase the consumer base
- Generate additional revenue sources from existing content
- Leverage an exchange of content with other content owners
- Build business relationships with partners and 3rd parties strengthening market presence and controlling competition.

Traditionally in the broadcast and print media industries this is referred to as syndication. Unlike those industries, New Media needs the ability to go beyond those syndication constraints and Irdeto's syndication capabilities make that easy for clients to achieve.

Irdeto's syndication capabilities support the creation of Affiliates which define the terms and conditions under which content may be exchanged between the client and a partner or third party.

Irdeto understands that our clients need to have one or more such Distribution Agreements with multiple partners, each of which may vary in complexity. To help clients maximize their positioning within the market, Irdeto's syndication capabilities offer several variants for both unsecured and secured content.

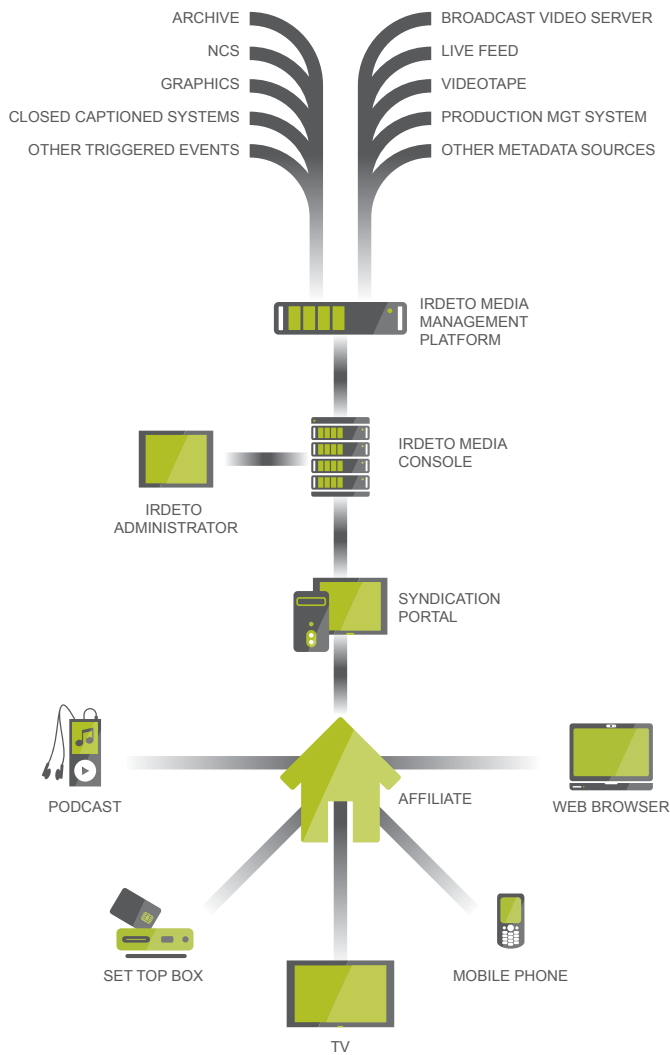
UNSECURED CONTENT:

- Content Interface Affiliation
- Content Feeds Affiliation
- Content Affiliation Management
- Customized Syndication

SECURED CONTENT:

- Through integration with Control and Monetize

DISTRIBUTION AND SYNDICATION



SYNDICATION OF UNSECURED CONTENT

CONTENT INTERFACES FOR AFFILIATES

Content Affiliation Consumer Interface is a syndication method which allows the client to give an application (e.g., a player) to a partner which can be embedded into their website. The client specifies the actual content that gets displayed by the player as well as functionality, look and feel. The partner supplies a platform to the client to reach an extended audience and consumer base. The consumer application can also include viral exposure in the forms of supporting email to a friend functionality or get embed code.

Required Irdeto Products: Publish, Player Manager

CONTENT FEEDS FOR AFFILIATES

Irdeto Publish allows for the creation of XML, RSS and Media RSS feeds which are automatically updated as new content is published to a given category. These feeds support a second method of syndication which allows affiliates or end-consumers to automatically receive updates on new content published by the Irdeto client. For example, clients can use this facility to automatically update a feed of podcast material to iTunes or YouTube.

If feeds need to be provided to a specific affiliate in a specific format (schema), templates can be created within Publish to support the affiliate's requirements.

Required Irdeto Products: Publish, Feeds, DMS, Template Management

CONTENT DISTRIBUTION TO AFFILIATES

Many Irdeto clients have agreements to share their free to air content with partners such as mobile phone operators, content aggregators, billboard advertisers or IPTV platforms. These partners typically have existing content management systems and CDNs or other content delivery systems which are relevant to their platforms. This means they require the Irdeto client to deliver content in a format which can be automatically ingested by their existing systems without further development work.

Required Irdeto Products: Publish, DMS

CUSTOM SYNDICATION FOR AFFILIATES

There are some clients who need more control over the relationships with their Affiliates. In this situation the most comprehensive of syndication capabilities is customization. This allows the client to establish a relationship with a partner giving them control to manage advertising frequency, content distribution rights and partner rebranding of consumer interfaces.

Required Irdeto Products: Publish, Player Manager, DMS, Affiliate Manager, Professional Services.

SYNDICATION OF SECURED AND PAID CONTENT

Irdeto's solutions allow the client to create an "Affiliate record" for each of their partners. These records contain specific contact information and notes for that affiliate. It can also be used to set default values for an affiliate such as language and country of operation. It can be used to determine that users from a specific IP-range or DNS look-up should be considered as clients of a given affiliate.

The Affiliate record also allows the Irdeto client to associate a given affiliate to an "affiliate group" to simplify the management of large numbers of affiliates.

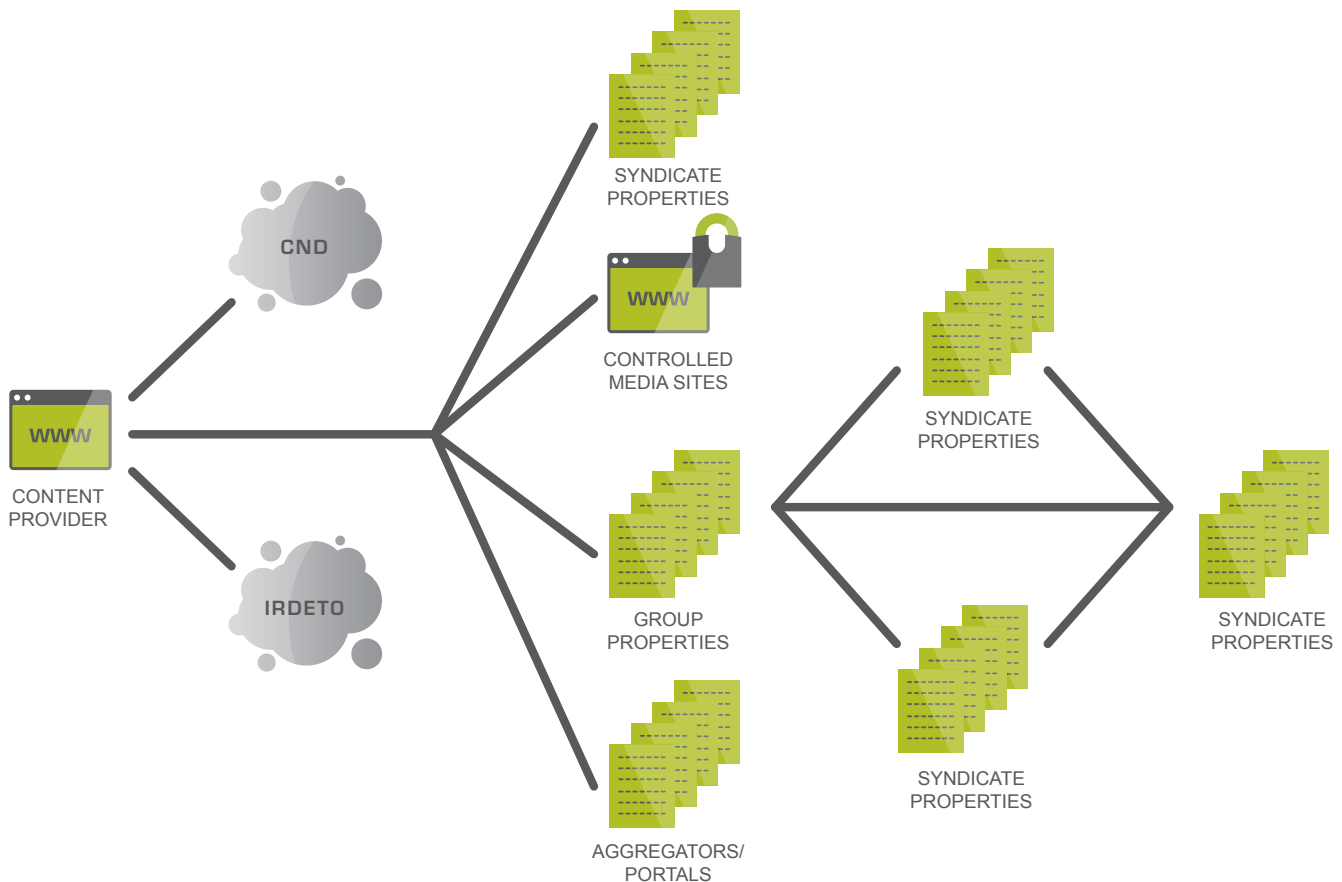
Clients have requirements to create business policies which allow them to make some or all of their content available to their affiliates. The affiliates can then sell that content on their own platforms. The affiliate obtains details of the content they are entitled to sell and the terms on which they are entitled to sell it by calling Irdeto's APIs.

The Irdeto client can define business rules that are for each specific affiliate. These allow the Irdeto client to define the following settings on a per-affiliate basis:

- Availability Window (set a start and end date or grant/deny open-ended availability to a particular piece of content)
- Pricing Model (rental, free-to-air, download to own). Note: syndication of subscription content is not currently supported
- Pricing (e.g. affiliate X can sell this movie at 2.99, affiliate Y can only sell this movie at 3.99)
- Currency (e.g. affiliate X can sell in US dollars, affiliate Y can sell in Euros)
- Geo-restriction (e.g. affiliate X can only sell this movie in Germany)
- CDN (e.g. clients of affiliate X have their content delivered by CDN A, clients of affiliate Y have their content delivered by CDN B)

The Affiliate ID is an attribute included in all of Irdeto's reports – online reports, data feeds and reporting APIs. This allows the Irdeto client to generate detailed reporting information on the content sold/refundsissued/promotions redeemed by their various affiliates.

Additional Required Irdeto Products: Control, Monetize





ABOUT IRDETO

Irdeto empowers companies to protect and monetize their digital assets and maximize return on content with innovative and reliable software technologies, content management and distribution solutions and end-to-end solutions and services.

The company's products include conditional access, digital rights management, business support systems and set-top box software solutions. Through group company Cloakware, it provides software and datacenter security solutions. More than 500 customers worldwide trust Irdeto to secure and enable the delivery of their valuable content across digital broadcast, IP, mobile, enterprise and government networks. Irdeto solutions currently enable simple to advanced business models on more than one billion devices and applications.

Founded in 1969, Irdeto employs over 900 people in 25 offices across the globe, including the dual corporate headquarters in Amsterdam and Beijing. The company is a subsidiary of multinational media group Naspers (JSE: NPN), which includes a wide range of pay TV, Internet, instant-messaging, technology and publishing businesses.

www.irdeto.com

Jupiterstraat 42
2132 HD Hoofddorp
The Netherlands

T: +31 23 556 2222
F: +31 23 556 2240

F3/6
Beijing Sunflower Tower
37 Maizidian Street
Chaoyang District
Beijing, China

T: +86 10 8527 6460
F: +86 10 8527 5685