

music.

*delivered
securely
online



Share!
Swift, secure and
simple distribution
of music

interoute 



*percent
control of your
distribution
chain



Introducing Share! Swift, secure and simple distribution of music

CDs are so convenient, so ubiquitous, that they are the obvious way to distribute new music internally and to interested parties in the wider world.

Once you've sent out a CD though, how do you ensure that it's listened to? Or find out what the listener thinks? In a digital age of instant two-way communication, putting music on pieces of plastic for review and trade distribution is a wasteful and time consuming process.

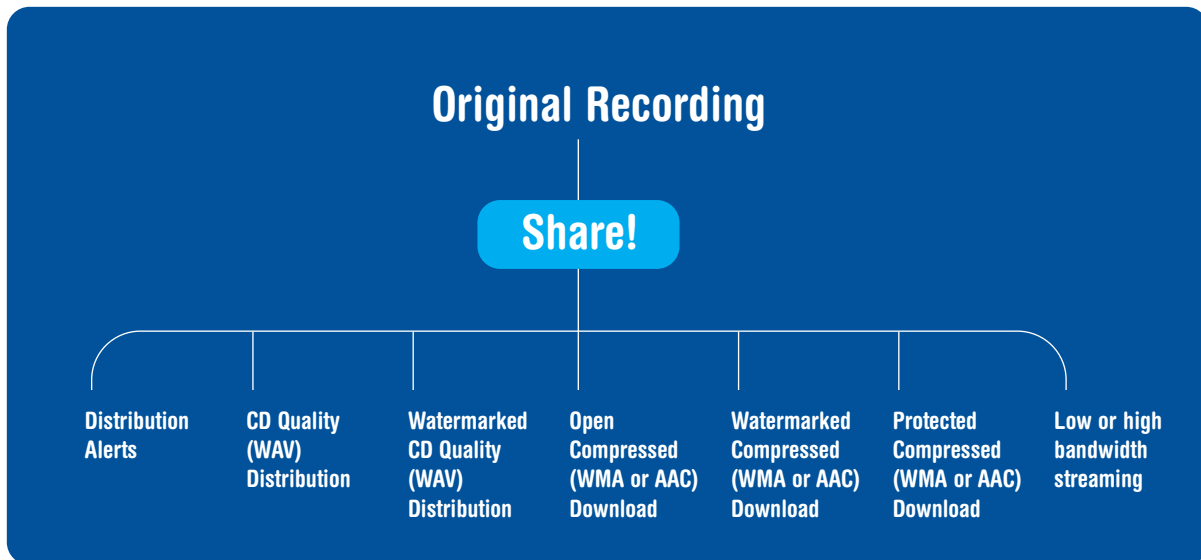
The need is clear for a way to transport music efficiently and in a secure fashion to those who need it. To address worldwide markets using a truly worldwide distribution medium. And to reduce the reliance on insecure 'open' CD (or MD, or tape) copies, so reducing the risks of piracy.

Share! Delivers

The three principles behind Share! are simple:

- * Make distributing music quick, efficient and easy using the latest in Internet technology.
- * Secure the music against copying using Digital Rights Management and watermarking.
- * Manage and audit distribution lists to make sure that individuals receive only what they need, and leaks can be tracked back to source.

Amazingly, Share! not only provides an auditable, finely controlled distribution mechanism to get music into the right hands in the right form, it can actually save publicity or distribution departments time and money.



Controlled distribution

A CD with a cover note setting out a release or embargo date relies on both the honesty and the security of the recipient. In fact, it is all a pirate needs to produce perfect copies – whether he is given the CD or steals or ‘borrows’ it.

A CD also takes time and money to produce. That’s time that you might rather a reviewer had, in order to make this week’s issue, and money that – well – you could find a better use for.

But if you analysed exactly what individual recipients need, you would find that only a minority require the full CD quality music. In fact you would probably divide them into groups:

Using Share! you can define recipients in just this way, and convey music to them on-line in the form they need, and no more.

All the different music formats are created automatically from the original and made available on-line to the right audiences with no more CD duplication costs, delays or leaks.

Who needs the music?	What should we give them
* People who need to hear it	* Streaming audio on-line, available whenever they are at a computer
* People who need to carry it around	* Compressed Internet file formats like Windows Media® Format or AAC, that they can copy onto personal players
* People who need to copy or play it in full quality	* Original CD quality music files

Digital rights and wrongs

Share! has in-built Digital Rights Management (DRM) technology that can fine tune exactly what recipients are allowed to do with what they receive.

You can choose whether an individual can:

- * forward a copy to someone else for them to play.
- * copy on to a CD or personal player (and how many times).
- * hold on to a copy, or just listen on-line.

You can even set a downloaded music file to 'expire' after as little as one listen, further restricting the opportunity for leaking of material.

Track your music

Because the music is distributed from a central Share! server, whether in streaming or downloaded form, you know which tracks have been downloaded or listened to, by whom, and how many times.

The auditing feature not only improves security. You can, for example, check whether an important individual has actually listened to a track, and send them an email reminder if not.

And there's more. You can choose to watermark any material downloaded.

That means that any recipient you choose can receive inaudibly signed tracks, uniquely stamping the music with a record of who downloaded it.

The watermark even survives conversion into another audio file format, even conversion to analogue. Leaks can be tracked back to source.

Make it easy on yourself

Placing music on Share! is as easy as putting a CD in your PC and uploading using the Share! Capture software, which runs on almost any modern Windows® PC.

Once uploaded, the music will automatically be converted into the various audio file formats as recipients access it. Digital Rights registration and watermarking occur according to the settings you have made for each individual recipient. You control these settings along with rights to play, copy or forward from a control panel in a web browser.

A dispatch note to the recipient's regular email address prompts them to check for new material in their locker.

The locker looks just like an email inbox. Using only a web browser, any recipient can play or download what has been sent to them. And because the recipients must log on to receive material, their downloads and streaming audio listening sessions may be logged.

You can send more than one track at a time in a package – that could for example contain an entire album plus a copy of the sleeve notes and links to pack shots and images. Recipients have a simple feedback button to note their comments.

Compare this way of doing things with having to send out dozens of pre-release samples and white labels for different purposes and you will see the benefits of using Share!

Recipients benefit too - from quicker access to new releases, or the material they want to review, all via a web browser. Because Share! gives you the confidence to distribute material, knowing that it is secure against copying, you can even send out tracks to a wider audience, including individuals who were not on the distribution list before.



Using only a web browser, recipients download or play the tracks they have been sent.



Glossary

Advanced Audio Coding (AAC) – an audio file format conforming to the Moving Picture Experts Group 4 (MPEG4) standard and claimed to offer superior audio performance. It is used in some Internet and personal music players, notably the Apple iPod™.

Digital Rights – the actions one is allowed to perform on a track, from simply playing it to copying onto different media.

Digital Rights Management – a system, which may be a combination of hardware and software, or just software, that manages Digital Rights and ensures that the rights and restrictions assigned to a particular copy of a track are upheld. Typically (as in Share!) tracks are ‘enveloped’ in a wrapper of software code that indicates the Rights belonging to the track, and cannot be removed from this wrapper without destroying the material.

Watermark – an inaudible pattern superimposed on the digital ‘numbers’ making up a track, whether in CD audio or compressed format. The watermark can be ‘read’ by special equipment, but not detected in playing the track or by inspection.

Windows Media® Format – an audio file format that may be played using Windows Media® Player on PCs, and on many personal players.

Share! Capture equipment requirements

To post new original material to the Share! server

- * 133 MHz or higher Pentium-compatible CPU
- * Windows® 2000 with Service Pack 2 or Windows® XP Professional or Home
- * 64MB of RAM
- * 700MB of available hard-disk space
- * CD-ROM drive
- * .net framework version 1.1 (supplied)
- * Internet connection (broadband recommended)

Share! Locker equipment requirements

For any user to listen to or download music prepared for them.

Internet connection (broadband recommended)

Windows®

- * Internet Explorer 5.5 or later
- * Windows Media® Player 9
- * QuickTime® 6.0 or later

Mac®

- * Internet Explorer 5.2 or later; Safari™ 1.0 or later
- * Microsoft® Windows Media® Player for Mac 9 or later (DRM not supported on Mac® platforms)
- * QuickTime® 6.0 or later

Share! Supports the following

Lossless WAV - Windows Media® Audio 9 variable bit rate (VBR) playback - Windows Media® DRM 9 (Windows® only) - MPEG-4 (AAC) (Apple® iPod™ and iTunes® compatible) - Digital Watermarking - Cart Chunk meta-data (AES Standard AES46-2002)

Need more help?

Some computers are set up not to allow software to be installed. If you get a message to this effect when you try to install any of the software above, contact your own IT helpdesk to change your settings.

If you want to know more about Share!
and how to use it, just email us at
media.support@interoute.com
or ring our share helpline: +44 20 7025 9777

And remember there is always on-screen help available.

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Interoute is the power behind the world's largest communications and media companies. Entrusted with the secure delivery of customers' most valuable digital assets, Interoute lies at the heart of the digital supply chain for the media industry. Contact Interoute today to trial Share! and talk about a range of digital network services that can drive your business.

why not visit our website www.interoute.com

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