



THE FUTURE

OF ENTERTAINMENT STARTS HERE.

Digital Entertainment Content Ecosystem

Who is DECE

- Digital Entertainment Content Ecosystem, LLC -

- U.S. limited liability company (legal entity), with first members in June 2008
- Open for international participation by any company/trade association engaged in business related to digital entertainment content (over 40 member companies as of today)
- Organized to develop and license specifications for ecosystem of distributing digital entertainment content

DECE Goals

- Create the best consumer experience for digital content distribution:
 - progressive download, burn, stream (remote access)
 - an open market -- choice of interoperable devices, online retailers
 - value-added services
- Develop and license specifications
- Establish a consumer brand and deliver on its promise to consumers
- Enable efficiencies for DECE adopters and infrastructure providers
- Build on existing industry standards

DECE Participants (partial list)



Electronic Sell-Through Today



- Silo services limit consumers into a single device platform and a single retailer for purchasing content
- Every additional service silo further fragments the market
- It is another format war, but with online services
- Content delivered from a single network service to a single device platform lowers the consumer's perceived value of ecosystem

Standards Format Roadmap

Product/ Format	Resolution	Distribution Channel	Business Model
	STANDARD-DEF	PHYSICAL	<ul style="list-style-type: none"> • SELL-THROUGH • RENTAL • SUBSCRIPTION
	HIGH-DEF	PHYSICAL	<ul style="list-style-type: none"> • SELL-THROUGH • RENTAL • SUBSCRIPTION
DECE	MULTI-DEF	DIGITAL	<ul style="list-style-type: none"> • SELL-THROUGH • RENTAL • SUBSCRIPTION

The Open Marketplace for DVD



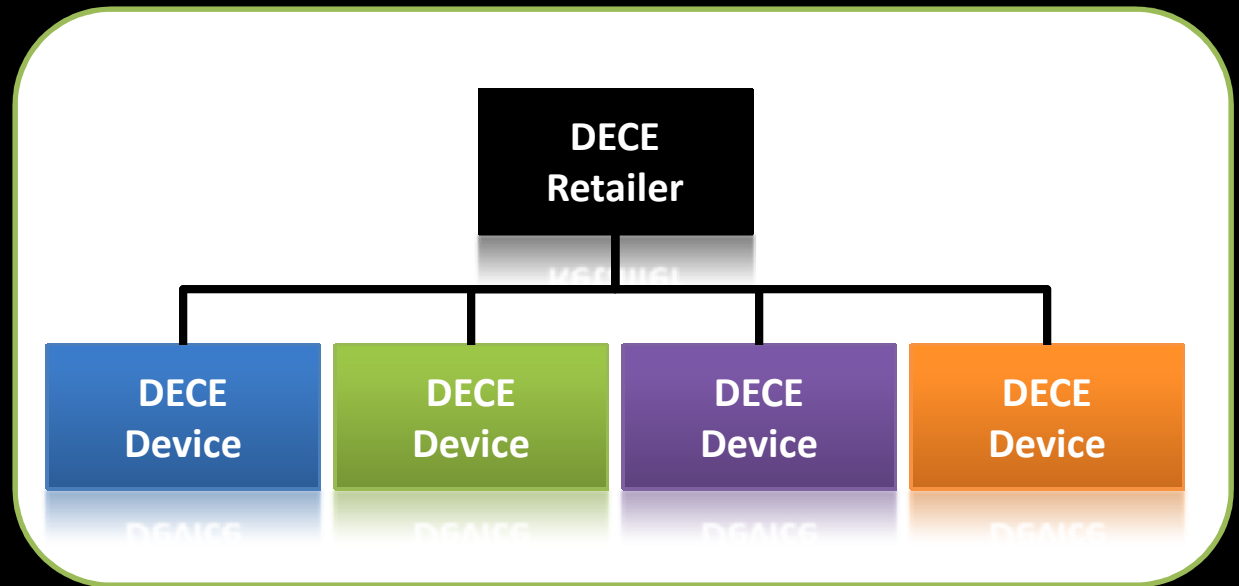
- Defined Standard with a choice of storefronts and devices
 - Approved format
 - Single usage model providing consistent experience

The Open Marketplace for Digital



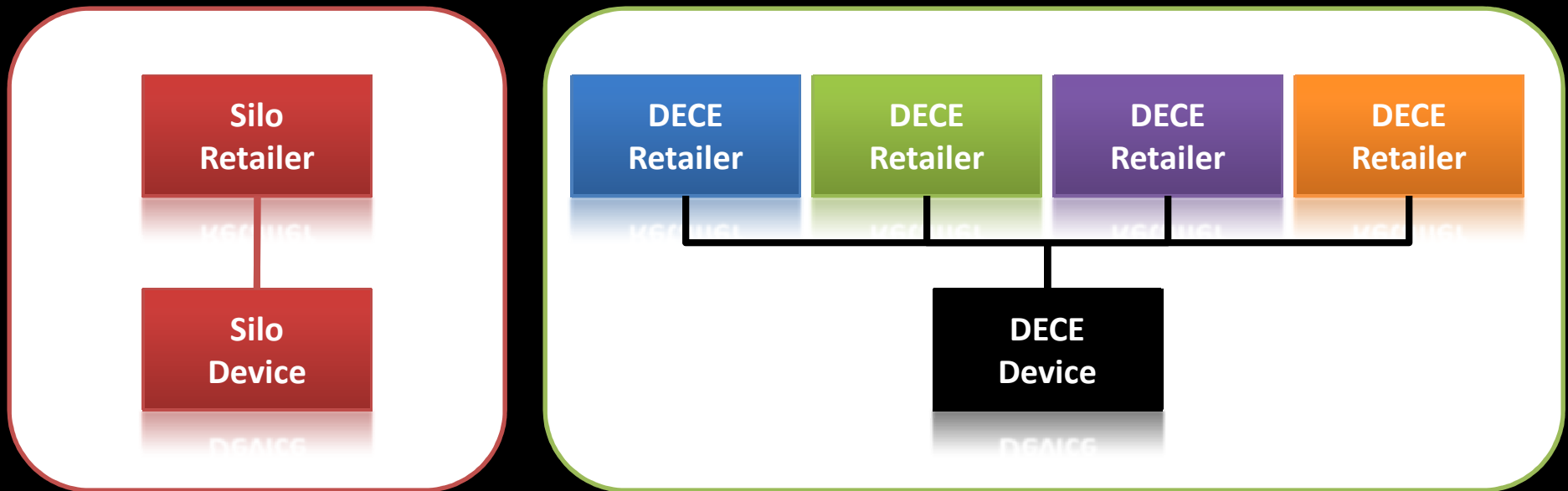
- Domain usage model
- Rights locker
- Cross-platform
- Remote access
- Sharing within a family
- Export to DVD

Service Perspective: Scalability



- A retail service in an open marketplace is not limited to a single device platform and can reach a mass market of devices

Device Perspective: Scalability



- A device in an open marketplace is not limited to a single service silo and can receive content from a mass market of retail services

DECE Will Deliver...

- **Digital product definition (akin to DVD)**
 - common media format accessed by multiple devices
 - uniform usage model
- **Centralized cloud service platform**
 - cloud-based functionality helps retailers reduce costs, gain efficiencies
 - coordinates essential data between online retailers and devices
 - provides virtual content rights locker
 - standardized web services for device and user management, identity management and federation
- **Brand and Conformance System**
 - drives affinity through a great customer experience
 - promotes “DECE” brand awareness to improve consumer confidence
- **Supply chain optimization** and efficiencies to lower operating costs

DECE Ecosystem Roles

Content
Providers

Licenses content into the Ecosystem

DECE
Coordinator

Manages DECE Locker Accounts/Device Domains
Facilitates cross-service and device compatibility

Online Retailers

Customer-facing storefront service
Sells DECE content

Locker Access
Service Providers

Consumer-facing streaming service
Sells DECE content-access service

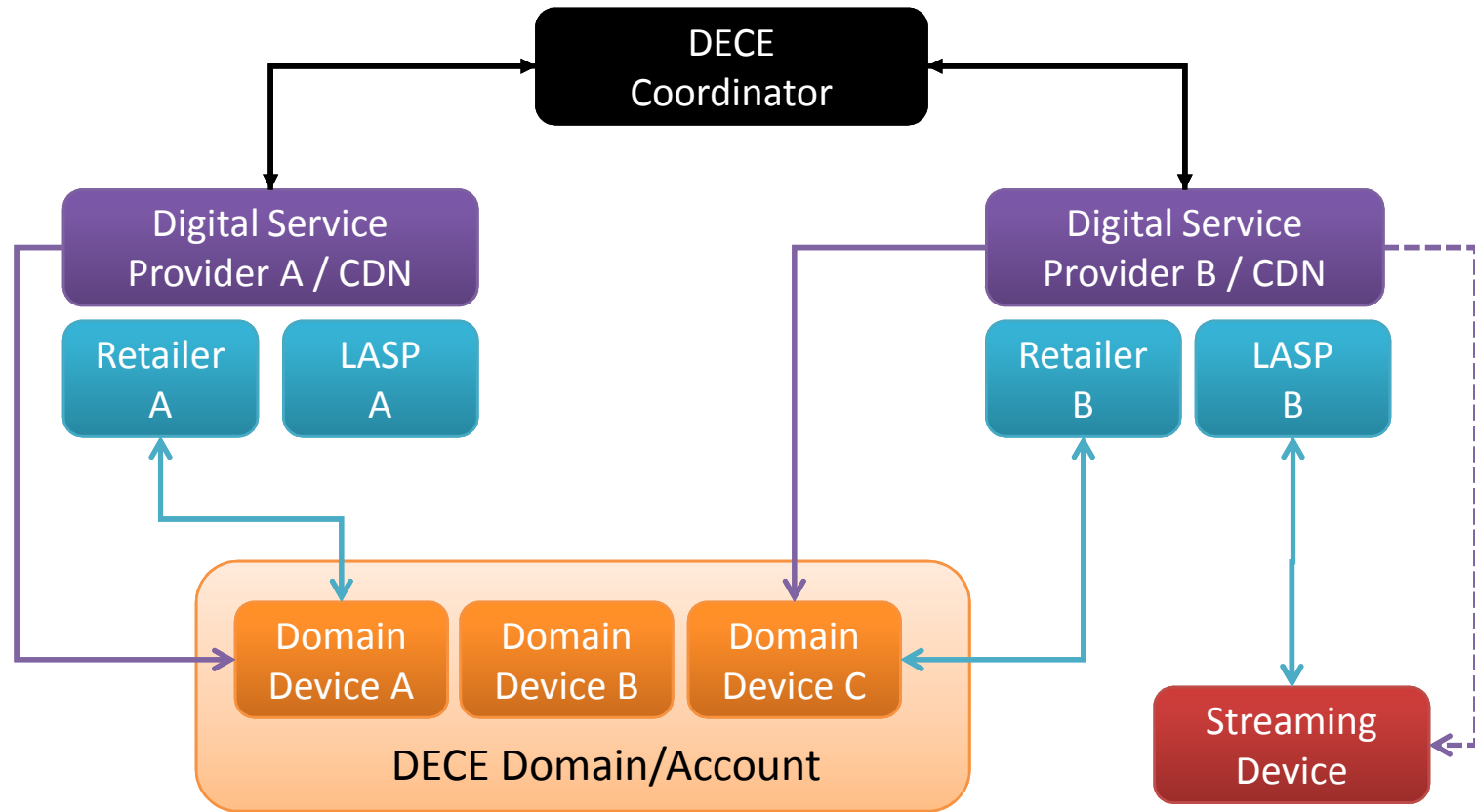
Digital
Service Providers

Interfaces to DECE Coordinator
Provides content fulfillment services

Device Makers

Manufacturer of compliant devices
Plays ecosystem content

DECE Ecosystem Architecture



What We All Gain

Content Owners

- Enhanced value of content
- Supply chain optimization
- Competitive marketplace
- Solution to interoperability
- Mass market for digital content

Online Retailers

- Enhanced value of service
- Lower barrier to entry
- Competitive marketplace
- Increased device reach
- Solution to interoperability
- Mass market for digital content

CE/IT Companies

- Enhanced value of devices
- Lower barrier to entry
- Competitive marketplace
- Greater access to content
- Solution to interoperability
- Mass market for devices

Consumer

- Purchasing an experience, not a format
- New ways to acquire and access content
- Authorized sharing within household
- Greater choice of interoperable devices
- Choice of digital retailers

Summary

- Entertainment 1.0 = physical (DVD) distribution
- Entertainment 2.0 = ubiquitous content availability through cloud services
 - More ways to acquire and use content
 - Seamless integration between digital and physical media (Flash, DVD, BD)
- DECE:
 - Developing ecosystem to enable an interoperable Entertainment 2.0 platform and value-added services
 - Goal: wide implementation in global market



<http://www.decellc.com>
info@decellc.com