



Mobile



Game



Internet



Computer



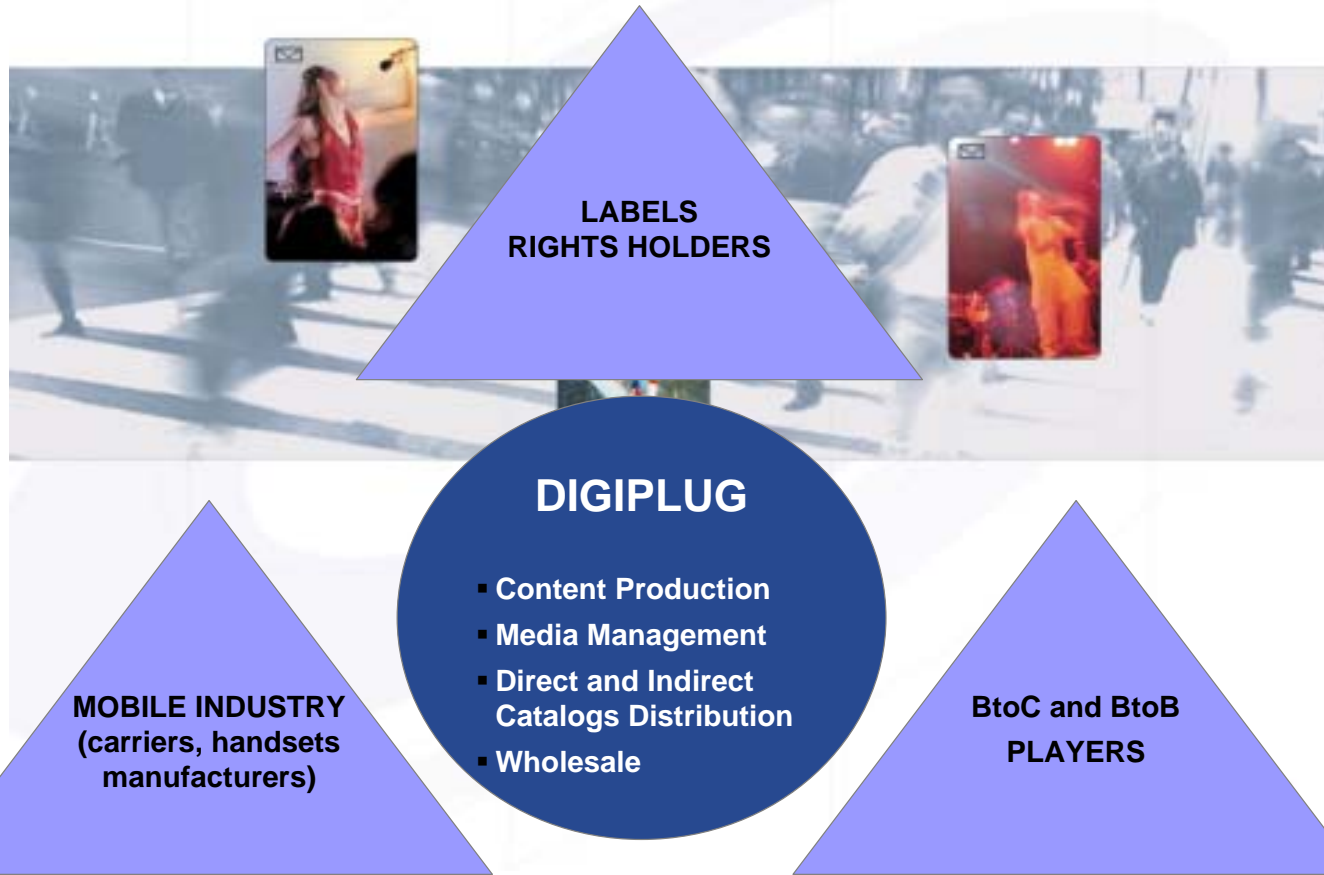
Technology

第3部 デジプラグ

Digiplug Overall Strategy



MOBILE MUSIC ENABLER



Digiplug = Labels' trusted partner for mobile content management and delivery



Digiplug's Offer



By providing a complete set of product and service offerings to customers, Digiplug is establishing an “only-one” market position in Europe.

Products

Ringtones	Monophonic	Polyphonic	Remix	Master
Images	Black & White	Colour	Animated	
MMS	Picture only	Animated	Animated + text	Animated + text + sound
Video	10 seconds format	20 seconds format	Streaming	



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End-to-end solutions, covering all customers requirements.

Content Production
Content Licensing
Content storage, management and protection
BtoB and BtoC Distribution
Reporting

Services

2003 Achievements



More than 40 services running, over 10 countries

- Portugal, Spain, Italy, Switzerland, Austria, France, Germany, UK, Belgium, Netherlands

Launch of real tones services for Universal Music and Warner

Launch of a set of on line tools enabling our customers to see their content catalog and access to sophisticated reporting



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Priorities 2004



Continue industrialization to manage growth

- Process reviews
- Productivity gains
- Internal communication

Product innovation

- Video services
- Full Track Download services
- Service Animation Tools

Customer portfolio expansion

- GSM operators
- Develop existing music majors relationship at European / Worldwide level
- Engage other content owners such as Movie studios, TV channels, ...



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