



第4部 欧州市場 Digiplug S.A.



#### Our Mission



Embedded Software Network API & DRM

Platform,
Delivering &
Billing

Content
Production
& Copyright











**Enabling the delivery of Multimedia Content to Mobile Users** 



### **Key Activities**



Digiplug is an audio software enabler and develop a complete solution for download polyphonic ringtones (up to 64 tones, 128 songs, ADPCM,...) compatible with all the GSM/GPRS standards. Digiplug is an active member of 3GPP.

Digiplug has a BtoB platform to distribute the multimedia services (Ringtones, logos, wallpaper, screensaver,...) for the majors carriers in Europe & Asia compliant with SMS, EMS, WAP,M-Services, MMS, i-mode...

Based on Digiplug's technical expertise and position in the market, DigiRights ™ aims to provide a complete and actual information with all downloaded ringtones through mobile phone operators whoever the distributor is.









#### Digiplug: The Virtuous Circle

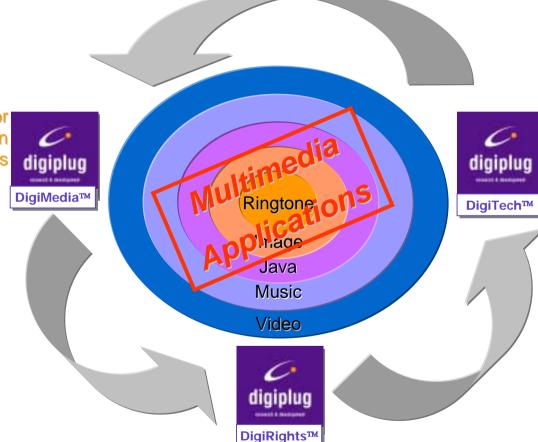


**Embedded** 

technology

**Handsets** 

Complete platform for **Contents Distribution Through Carriers** 



**Copyrights Management** With DRM solution



## Cooperating with all the key players all along the value chain

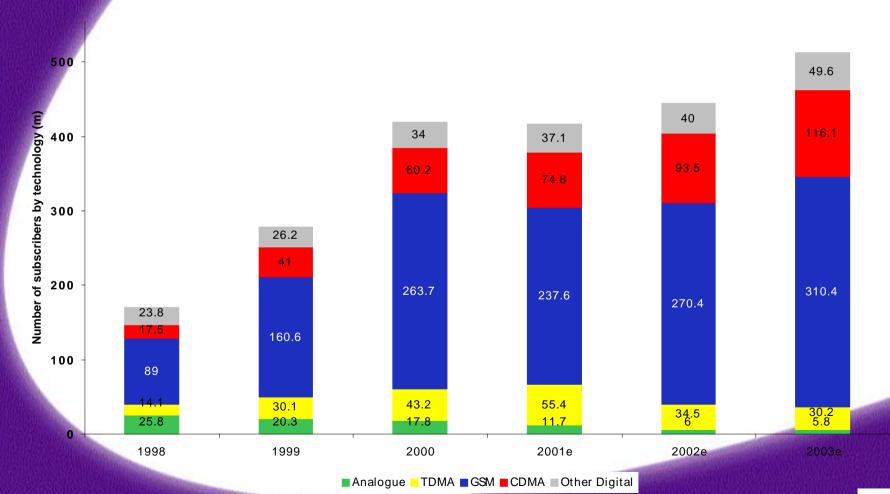


P	Content Providers	Digital Media	ISP Portal Media	Mobile Operators	Semiconductor manufacturers	Handset manufacturers
Industrial players Current	TOT Mobile  UNIVERSAL  STUDIO CANAL	THOMSON (IN-FUSIO	64	orange SFR Overage  mobista  OPTIMUS	ROHM Lip	PHILIPS Panasonic Cellen SAGEM SHARP NEC
And more to come	SPE! MAN BAN BAN BAN BAN BAN BAN BAN BAN BAN B		F··Online-	Telefonica  O vodatone  TIM	PHILIPS Semiconductors  Morrowood Semiconductors  MICRONAS	Sony Ericsson SIEMENS  M MOTOROLA  LG NOKIA COMMUNICATION TOLINGS CO., LTO.
Laboratories		CAPT CHANGE MATERIAL STATES				RNRT
Standard bodies	SACEM ka musique, toute la musique	■ RIAM	@mttn7	36PP	8 Blueto	GSA Doth



# GSM is by far the first of choice technology (I)

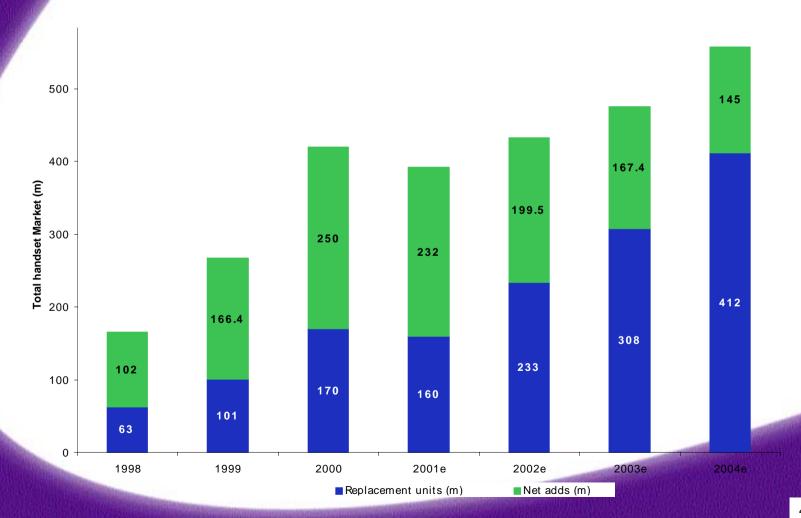






# Total annual handset market Faith







### Digiplug & Vivendi Universal Partnership





- Exclusive contract with Vivendi Universal to create an entertainment contents and services for « Multimedia Mobile ». Digiplug is the technological platform for ringtones & logos and whole multimedia applications (EMS, MMS,...) for mobile activities aimed at B to B to C (distributed through Carriers and Portals like Vizzavi) and the final customer with strong marketing added value.
- This agreement will provide Digiplug the commercial and marketing support from Vivendi Universal (Europe, Middle East...).
- Digiplug and Vivendi Universal build the biggest Worldwide data base for Polyphonic Ringtone Market with Copyright licenses for additional <u>200 000 ringtones</u>.



## Vivendi-Universal Group Content





### Vivendi-Universal, the largest content producer covering all major entertainment themes

Music / UNIVERSAL MUSIC

The world leader in music, 15 000 artists, a catalogue of 1 million songs





→ Movies / UNIVERSAL PICTURES – STUDIO CANAL

Movie major, leader in video and DVD publishing, the 3<sup>rd</sup> largest movie catalogue





→ Video Games / VIVENDI UNIVERSAL KIDS / GAMES N ° 2 worldwide





Television ∕USA NETWORKS, CANAL+, EXPAND







