



Content eXchange (CONX).

Services International Carrier Sales & Solutions (ICSS)

Life is for sharing.



Content eXchange (CONX).

Looking for the best way to participate in the growing content business.

According to all growth indices and research reports, a vast market is developing around online entertainment and digital content. Especially the online video audience and its willingness to consume and purchase videos via the Internet are expected to grow exponentially.

At the same time, the growing content market is getting more crowded and increasingly complex. Numerous content suppliers produce videos and other types of content in various formats for different target groups and want to have them delivered via multiple distribution channels and devices.

This huge complexity requires an automated, lean way of selling and buying content online.

Welcome to ICSS's content exchange platform – CONX.

ICSS's CONX solution is a global, compelling marketplace for audiovisual content. The web-based platform for professional content trading allows you as a content or media provider to offer your programs, films, documentaries, and other video formats to buyers such as ISPs or other content resellers looking for attractive high-quality content for their own distribution channels and target customers.

Simplified operations between content owners and distributors.

CONX thus provides a secure, straightforward online environment that simplifies the operations between professional content owners and buyers from licensing issues to pricing negotiations. Easy access, reduced costs, efficient transactions, and a wide range of tools and services to participate in an international marketplace conceived for multiple content offerings and content distribution on a global scale: ICSS's content exchange solution offers you numerous benefits from a single source.

A full choice of services for buyers:

Search:

- Search and browse through a wide range of content and retrieve content for your individual requirements
- Prescreen titles online and review metadata and technical information
- Organize your preselections and share them with colleagues
- Publish your content wish list and get recommendations

Licensing:

- Review license availability (territory, usage type)
- Use standardized license agreements or negotiate an individual one
- Acquire content to seller's asking terms or make your offer directly to the content owner
- Use the negotiation dialog to close a transaction

Material:

- Order online delivery of metadata and media files in your specified format
- Download licensed content on mouse click
- Easily integrate metadata, marketing assets and media files into your system

Payment:

- Only one billing interface
- Receive invoices according to your specifications
- Access to a secured archive with all contract and billing documents

A full choice of services for sellers:

Search:

- Present your titles to all relevant buyers
- Archive all relevant files (scripts, cue sheets etc.) by title
- Blacklist buyers you do not want to see your content on CONX
- Learn who is interested in your content (viewing statistics)

Increasing complexity on the digital content market

	Content suppliers	Usage rights	Content buyers
Traditional (<2005)	<ul style="list-style-type: none"> ▪ Film studios ▪ TV broadcasters ▪ Independent producers 	<ul style="list-style-type: none"> ▪ Theatrical ▪ Pay-TV ▪ DVD ▪ Free TV 	<ul style="list-style-type: none"> ▪ Theatrical distributors ▪ Pay-TV platforms ▪ DVD distributors ▪ TV broadcasters
Emerging (>2005)	<ul style="list-style-type: none"> ▪ Film studios ▪ TV broadcasters ▪ Independent producers ▪ TV production houses ▪ Content aggregators ▪ Archives ▪ OEMs ▪ ... 	<ul style="list-style-type: none"> ▪ Theatrical ▪ VoD ▪ SVoD ▪ Pay-TV ▪ D20/EST ▪ DVD/HD-DVD ▪ Mobile/Podcast ▪ Free TV ▪ IPTV/WebTV ▪ ... 	<ul style="list-style-type: none"> ▪ Theatrical distributors ▪ Pay-TV platforms ▪ DVD distributors ▪ TV broadcasters ▪ Fixed network operators ▪ ISPs ▪ Web/mobile portals ▪ Publishers ▪ ...

Content eXchange simplifies transactions between content producers and buyers

License suppliers

- Film studios
- Production houses
- Independent producers
- Distributors
- Archives
- TV broadcasters

Content eXchange (CONX)

Provides tools and services to participate in an international web-based marketplace for audiovisual content



Professional buyers

- Fixed network operators
- ISPs
- Cable operators
- TV and IPTV channels
- Publishing houses
- VoD stores
- Mobile portals
- Agencies

Marketing

Sales

Delivery

Billing

Licensing:

- Manage license availability (territory, usage type, duration, etc.)
- Use a standardized license agreement or negotiate an individual one
- Define your own asking prices or wait for offers from prospective buyers

Billing:

- Track usage of revenue sharing agreements online
- Send automated invoices via CONX
- Collect your license fees via CONX
- Access archive of all billing matters

Delivery:

- Deliver digital formats or have us ingest your titles for you
- Store your encrypted media files on CONX
- Control whether a buyer can access your media files

Reasons to choose CONX:

CONX exactly matches your requirements as a buyer or reseller of content.

- Access is only granted to trustworthy professionals: film studios, TV broadcasters, independent producers, archives, and distributors
- Reduce your transaction costs, for example, for research and licensing
- Cut your lead time for new content dramatically
- Integrate media files seamlessly into your content management system
- Choose between standardized and individual license agreements

CONX exactly matches your requirements as a content producer or owner.

- Manage your content and licenses online
- Access information from everywhere
- Save the costs of your own content and rights management system
- Showcase your content to professional buyers worldwide
- Increase the number of content requests and generate additional revenues
- Reduce transaction costs, from marketing to delivery
- Get rid of paperwork; we take care of proper invoicing
- Stay on top of your transactions and revenue generation
- Pay for performance - no fixed costs, low fee on closed transactions

Key benefits for content buyers or resellers:

- Easily search and preview a wide range of content online
- Retrieve content for your individual requirements
- Enhance your offering in the most convenient, efficient way
- Discover new content quickly from wherever you are

- Check available licenses and conditions online
- Adapt your conditions and terms online
- Eliminate lengthy negotiations using standardized terms and conditions
- Use recently licensed content immediately for your distribution channels
- Reduce your transaction costs

Key benefits for content owners:

- Profit from an efficient, rapid way to bring your content to the market
- Extend the reach of your marketing and sales activities
- Stay in control of your licensing processes and conditions
- Leverage the potential of additional distribution channels
- Take advantage of reduced transaction costs
- Manage metadata and content rights for all assets online
- Get complete transparency of your revenue generation

How to register with the CONX platform:

- Visit the ICSS website or surf directly to www.deutschetelekom.com/conx
- Register with CONX using your company information
- The CONX team will contact you during the next 48 hours and introduce you to the exchange
- Accept the terms and conditions and immediately start selling/buying content on CONX

About Deutsche Telekom ICSS.

ICSS, the international wholesale arm of the Deutsche Telekom Group, is one of the biggest voice carriers worldwide and an increasingly important IP player across a growing European market with excellent interregional connections between Europe, the Americas and Asia. With continuously changing markets, ICSS has redesigned its portfolio from traditional voice and transport services to advanced innovative wholesale services and customized IP solutions. The business activities and efforts of ICSS focus on serving the following market segments: broadband operators (ISPs, WISPs, and VoIP SPs), mobile operators and MVNOs, content, application and media providers, corporate service providers and VNOs, fixed voice carriers, and carriers' carriers and their customers through a worldwide sales network.

For further information, see

www.deutschetelekom.com/icss

www.deutschetelekom.com/conx

Publisher

Deutsche Telekom AG
International Carrier Sales & Solutions (ICSS)
P.O. Box 2000
53105 Bonn
Germany

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