

PARTNERSHIP OPENS THE ONLINE DOOR FOR SMALL PUBLISHERS

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SealedMedia And WebGenerics Open The Internet To Publishers Selling And Distributing Cross-Media Online Content

SealedMedia, a leading digital rights management (DRM) company shipping the first solution for securely packaging and selling multimedia digital content on the Internet, has announced a partner agreement with WebGenerics to allow small and medium publishers to protect and sell digital content online by removing the set-up costs generally associated with commercially embracing the web.

As one of the UK's leading application service providers (ASPs), WebGenerics has created an unrivalled set of website management services. WebGenerics, part of the Business Systems Group, designs, installs and maintains application service provider (ASP) applications for existing service providers (ISPs and Telcos) giving them 'fast-track' entry to this new and evolving on-line marketplace. In partnership with SealedMedia, they can provide small and medium enterprise (SME) publishers with an affordable and unrivalled DRM solution.

"The deal with WebGenerics opens up an exciting new market for us," said Owen Kilbane, Director of Strategic Alliances, SealedMedia. "Smaller publishers often have problems justifying the cost of DRM technologies despite their appreciation of its importance. WebGenerics is able to offer a complete secure publishing solution based around SealedMedia's solution. It can control the whole operation, through converting content into a digital form, placing it securely online, and maintaining a payment mechanism, and all at a price point attractive to SMEs."

SealedMedia's cutting edge DRM technology consists of a flexible rights management platform that allows content publishers to seal copyrighted content in a variety of formats (html, PDF, image and audio formats, etc.) and distribute it to customers across digital media with powerful and flexible license configurations.

"An increasing number of companies have learned that their e-business strategy will only be as successful as the technology solution behind it," explained Colin Brown, Managing Director, WebGenerics. "As the strategic value of the Internet has become a critical factor in the success of many companies, complex infrastructure management has become an ongoing challenge. This agreement will allow us to offer customers a total online sales and distribution system that protects the companies reputation, by ensuring all online services are easy to use, robust and reliable and also their bottom line by ensuring their copyrighted material remains safe in the digital world."

"SealedMedia and ourselves have gone into a partnership where technology will be used for an application service at a low cost," concluded Brown. "Together we are able to lower the barriers to smaller publishers wishing to embrace what the Internet has to offer."

About SealedMedia

SealedMedia's content sealing solution enables publishers to increase revenues using powerful Internet content distribution. SealedMedia provides robust and persistent protection for multiple types of digital content, including pdf, html, gif, jpeg, and MP3 audio (Quicktime MOV will be available in 2001). Online publishers can improve their marketing and sales impact with personalised rich-media offerings through use of SealedMedia's content sealing and licensing solution. This enables them to mix and match media, generate licenses in real time to create new business models and opportunities, and ensures unauthorized access to content is prevented.

SealedMedia has been selected by leading online content vendors around the world who sell online books, newsletters, financial research, music and more in the emerging \$100 billion eContent marketplace. SealedMedia' has sales offices in San Francisco, Los Angeles, New York, Beaconsfield, UK, Munich, and the Netherlands.

Editorial Contacts

Further information on SealedMedia – including interviews, reviews and photography – is available from Martin Brindley or Natalie Johnson at MCC International.

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