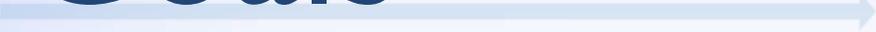




Preston Padden
Executive Vice President
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Senior Vice President Technology
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Goals



Goal

Create Wide-Adoption of Interoperability Standards for Digital Media Distribution

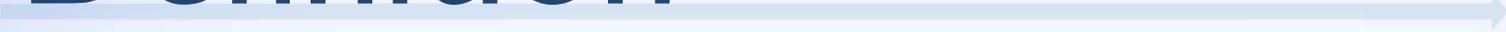
Long-Term Objective

Foster the Digital Media Market by Enabling a Better Digital Product and Consumer Experience

Guiding Principles

- **Based on Standard Technologies and Methods**
 - Low Threshold for Adoption and Ease of Implementation
 - Works with Existing Delivery Platforms and DRMs
- **“Enabling” Technology**
 - Accommodates Existing Value and Distribution Chains
 - Maintains Business Flexibility
 - Supports Current Business Models and Usage Rules
 - Adaptable to Future Models and Rules

Definition



KeyChest is a **Rights Repository**

That Provides Access to

Rights Across Devices and Platforms

KeyChest *Is* and *Is Not*

IS NOT

Not a DRM

Not a Media Server

Not a Retailer or Distributor

Not Limited to Streaming Media

Not Just for “Sell Through”

Not Operated by Disney

Not a “Competitor” to DECE

IS

Leverages *Existing* DRMs

Rights Repository

Integrates with Retailers and Distributors

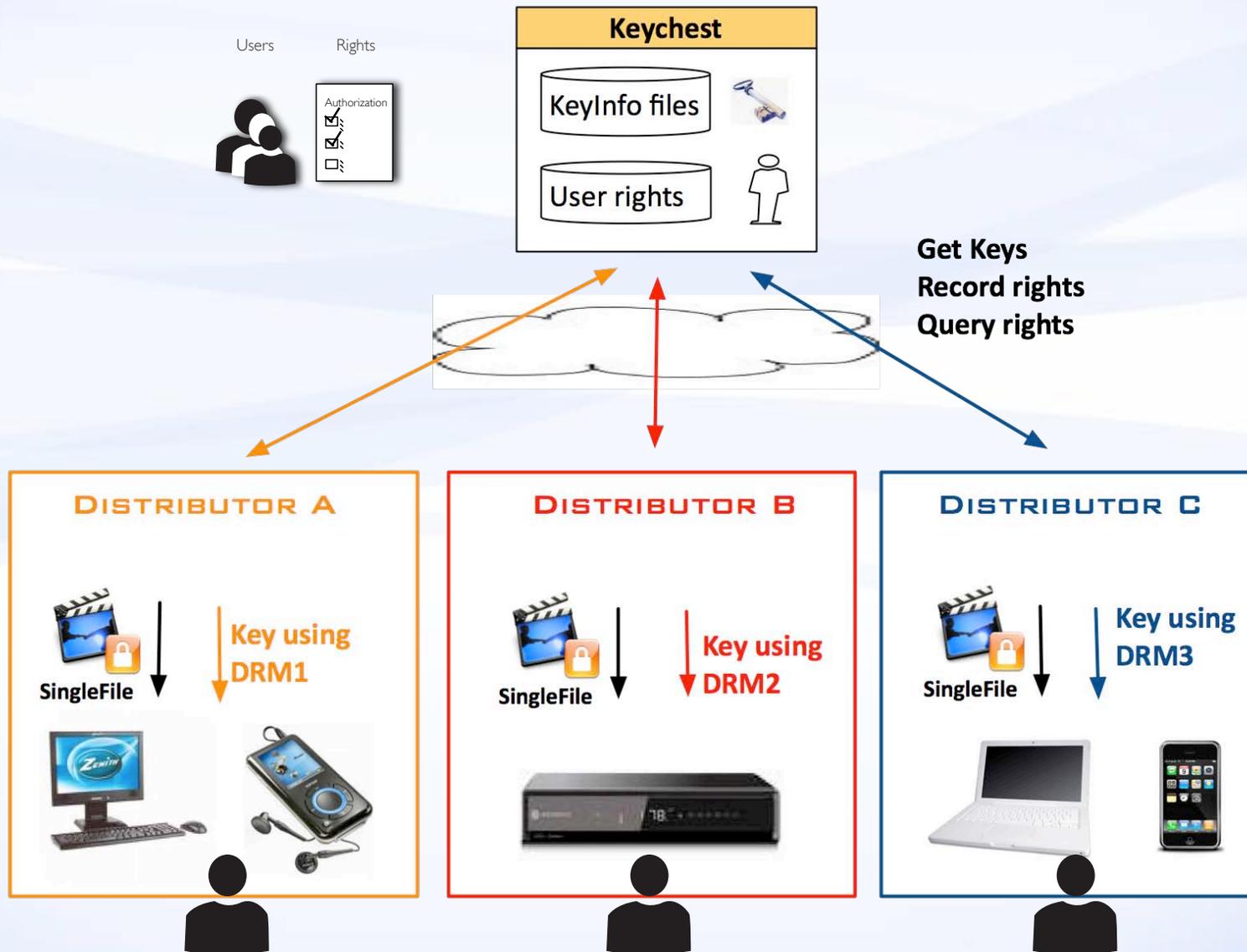
Works with Streaming or Download

Works for Rental, Subscription and Other Business Models

Can be Run by One or Multiple Entities

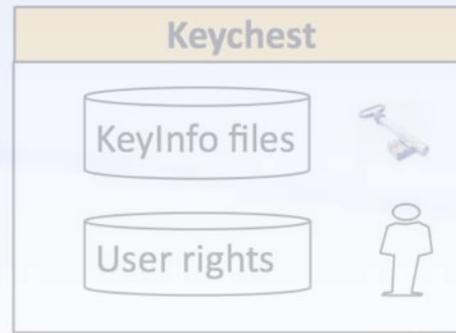
KeyChest and SingleFile are Technologies Complementary to DECE

KeyChest



DEMO

Use case:
Triple play



Record rights

Query rights

Query rights

TelCast_{PC}

TelCast_{Mobile}

TelCast_{TV}

Purchase

Send SingleFile
and Key

Send SingleFile
and Key

Send SingleFile
and Key

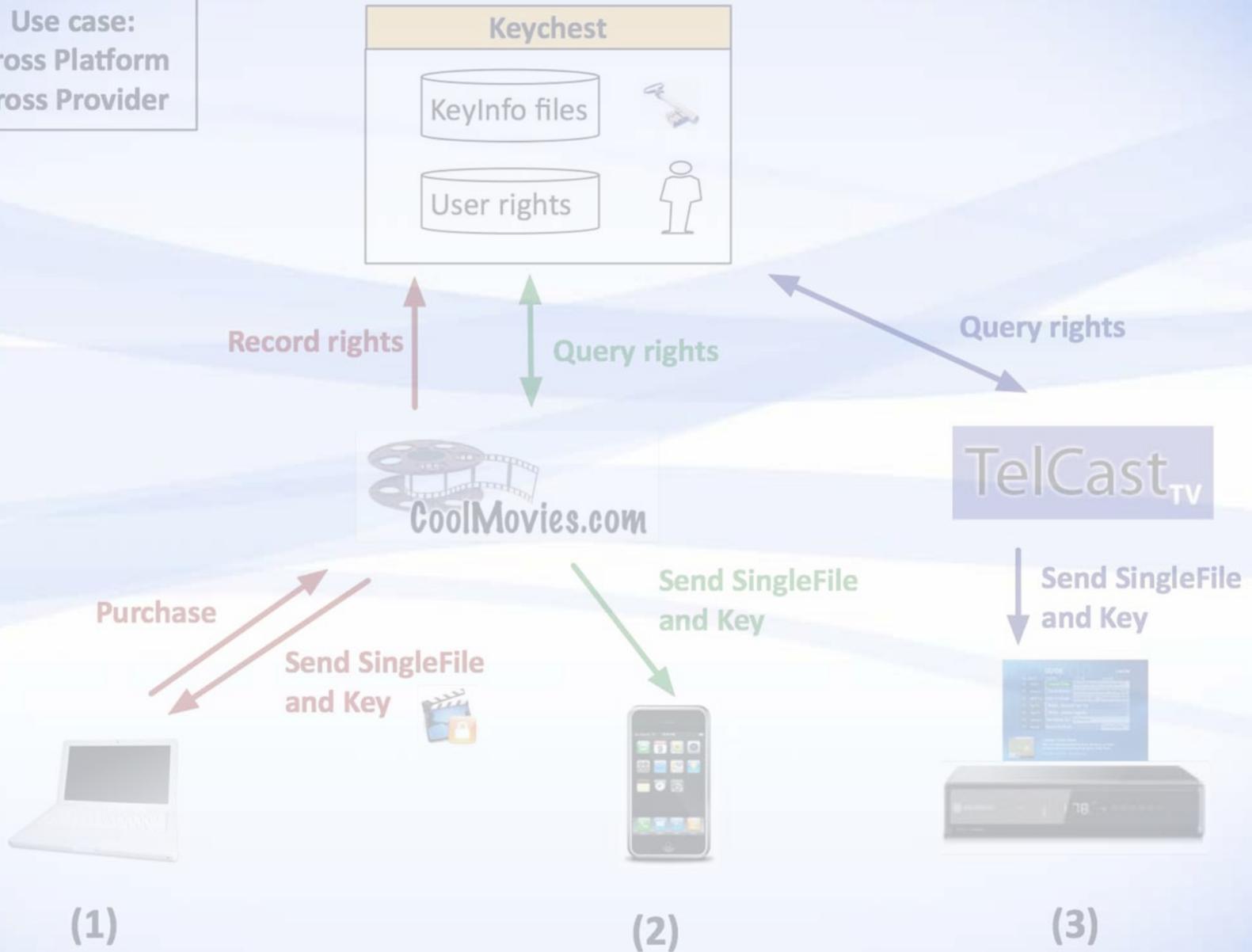


(1)

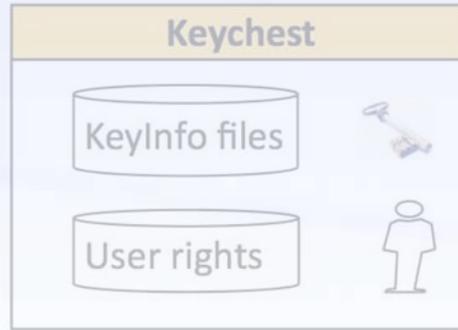
(2)

(3)

**Use case:
Cross Platform
Cross Provider**



Use case:
Digital Copy
Redemption



Record rights

Query rights

Query rights



TelCast_{TV}

Redeem
Box Code

Send SingleFile
and Key

Send SingleFile
and Key



CoolMovies
Player

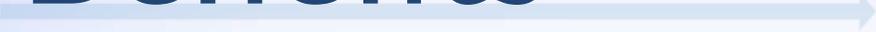


(1)

(2)

(3)

Benefits



- Fosters an Open and Vibrant Digital Media Marketplace by *Helping Ecosystems Interoperate*
- Permanence of Rights for Consumers
- Access Across Platforms, Devices and File Types
- Add to or Choose Among Domains and Devices at Any Point in Time
- Ease of Integration Since Built Upon Standards



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