

[PIAS] DIGITAL

SERVICE SUMMARY

Established in January 2004, [PIAS] Digital provides over 200 leading independent labels with a professionally managed route into the ever-growing number of opportunities for digital distribution. [PIAS] Digital is fully integrated into the whole of [PIAS] Entertainment Group's services and as such we are able to manage campaigns across digital and physical routes to market. [PIAS] Digital services specializes in the supply and sales of audio and audio-visual entertainment content across multiple global services with particular emphasis on online, mobile, games and other entertainment platforms. We work hard to maintain an excellent reputation within the digital market based upon some key features of its service:

■ ACCESS TO MARKET

From a la carte downloads to subscription platforms; streaming services to ad funded models; we pride ourselves on securing highly competitive commercial terms with all the key retail platforms on a global basis for the repertoire we represent.

■ QUALITY REPERTOIRE

Our distinction in the market compared to other digital service providers, is about the strength of the repertoire we supply. For [PIAS], it's about quality over quantity. The labels, managers and artists we work with represent some of the worlds finest music from a broad range of genres. From our retail partners perspective, this repertoire is highly reputable, compelling and commercially successful.

■ PRODUCTION AND SUPPLY

Our advice, experience, systems and staff combine to provide a highly professional and accurate supply chain process for digital which plays a key part in ensuring our products go live with consistently excellent promotional support. Our reputation for fastidious supply processes is recognised by retail partners as being one of the best in the market and is a cornerstone of the digital service.

■ SALES & MARKETING

Local expertise, advice and relationships are critical when securing promotional and marketing support for our digital products. In addition to global players, we view the support of local and specialist digital retail services a crucial part of the evolving digital retail environment. Whether that be specialist [PIAS] sales staff talking to dance music retailers in the UK or supplying a local retail service in the Netherlands, local knowledge and experience is critical.

■ ACCOUNTING & REPORTING

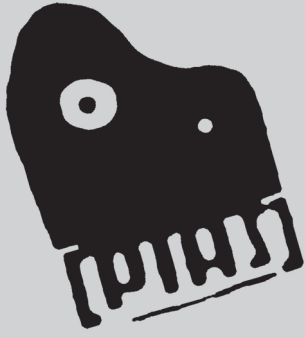
Our constantly evolving systems are dedicated to supplying our repertoire owners with much needed accurate and timely information. The management and co-ordination of multiple product types across a broad range of services and territories makes the process of accounting and reporting a critical part of our service.

■ MOBILE

The mobile division of [PIAS] Entertainment Group is called Indie Mobile (see break out below). Indie Mobile provides us with a dedicated and specialist resource for the continuing growth opportunities for mobile business across Europe and beyond.

■ BRAND AFFINITY PARTNERS

In addition to the supply of a broad range of retail partners, we have also developed a wide range of relationships with key brands and agencies. From Xbox, to Activision, Nokia to Sony Playstation, Orange France to O2 in Germany, we have developed extra curricular initiatives that both add significant marketing and promotional value as well as a commercial up-sell of our repertoire owners content. This is an increasingly important part of any marketing and commercial mix, and our experience shows us that being quick, flexible and creative has enabled us to work with brands in a way that benefits both parties objectives.



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SUMMARY

The reputation and experience that has been built upon in the last five years enables [PIAS] to offer a definitive and highly professional digital service solution for its rights partners.

Strong commercial terms, rigorous supply and accounting systems and a broad range of experience within all the local offices goes to ensure that the development of the digital business is at the very heart of the services offered by [PIAS] Entertainment Group.

Looking forwards, we are already seeing the benefits of our acquisition of Indie Mobile. In addition, our existing direct to consumer activity (i.e. the ability to sell and market directly without the involvement of a third party retail service) is a key part of our development. It offers huge growth potential and is a service that is much in demand by rights holders.

A range of bespoke initiatives with the likes of Microsoft Xbox, Activision Guitar Hero, Sony Playstation, SFR, O2 and others have also provided genuine added value to our label and artist clients.

Audio-visual digital retail propositions are still in their relative infancy but these too offer considerable growth opportunities and [PIAS] are ideally placed to manage these routes to market for our clients as they evolve.

The development of the [PIAS] Digital service will continue to focus upon offering retail partners and platforms access to the cream of independent repertoire. The combination of highly professional systems, excellent commercial terms and our experienced and innovative staff ensure that labels and rights holders are presented with a highly compelling, successful and proven digital solution.

NEXT STEPS

The information above is a very brief insight into the services and potential for [PIAS] Digital services. For further information please visit www.pias.com/digital or email digital@piasuk.com.