

Sony DADC

DigitalWorks Games and Software Services

We are not just your supplier. We are your partner.



Maximize Content Monetization and gain market share using a wider range of Business Models



- Tease your customers with **Try & Buy** and **Free2Play** offers
- Use our '**Make your Friend a Copy**' service as a powerful viral marketing tool
- Take advantage of **Subscription** and **Rental Models** to target new customers
- Generate additional revenue through **Micro Transactions** (PDLC)
- Use **GameCode** to conquer new markets and open additional sales channels



Support your clients with the latest updates – seamlessly and transparently



- You constantly release updates of your games containing patches and new features
 - Including different versions for different territories and distribution channels
- Consumers struggle to find the correct updates for their game
 - Wrong patches are downloaded/installed causing faulty game play
 - Resulting in support calls. Therefore causing operational cost
- Use **Auto Update** to satisfy your customers and minimize operational cost
 - Service automatically identifies and installs available patches/updates
 - Similar to i.e. Anti-Virus software updates



Minimize your support costs and offer your clients maximum convenience with electronic DISC KEY



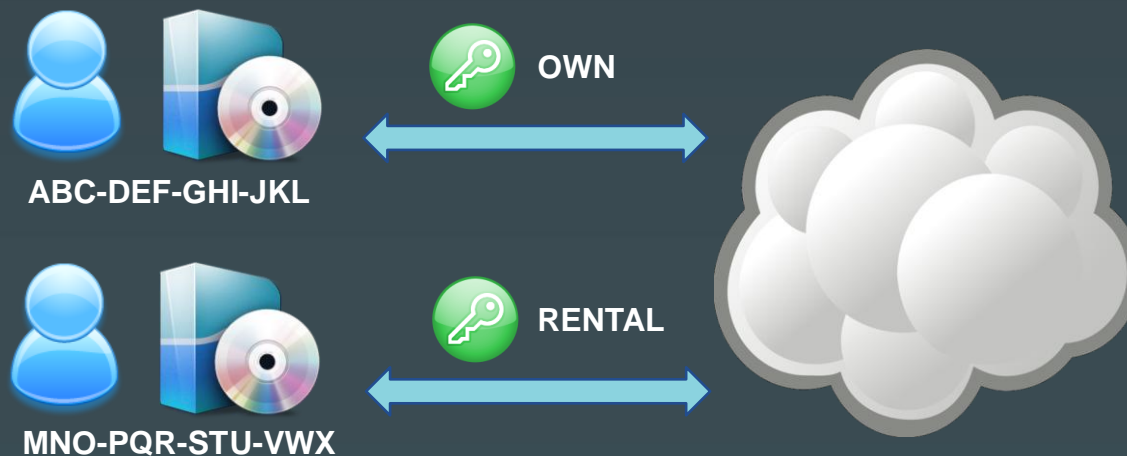
- Most of today's games are shipped with serial keys to unlock content/additional items
 - Printed codes are often difficult to read and lead to data entry errors
 - Consumers mix up characters (i.e. 'l' and 'I', '0' and 'O')
 - Wrong entries cause support calls to your technical team resulting in costs
- Use **electronic DISC KEY** to replace your sticker/serialized artwork with an electronic key
 - Key is read out automatically, no consumer action required (thus no miss-typing)
 - Cannot be taken out/stolen and published in the Internet for illegitimate usage



Ensure only legitimate consumers are able to enjoy your games by using a flexible License Management Service



- Consumers demand various business models from both content owners and e-tailers
 - Try out product/service prior purchase (Try & Buy or Free2Play)
 - Pay per use (Subscription or Rental)
- Using our License Management Service allows easy realization with a single digital SKU
 - License Type (subscription, buy & own, etc.) is fully defined/configured on-line
 - Manage licenses for games with Product Activation
 - Manage licenses for additional game content and micro transactions with Content Activation



License Management Interface

Serial #	License	Limitation	OS
ABC-DEF	Own	No Limit	
...			
MNO-PQR	Rental	30 days	
...			
FTU-OPE	Rental	15 days	
...			

Satisfy your consumers by allowing controlled pre-downloads of your new game with secure **Release Control**

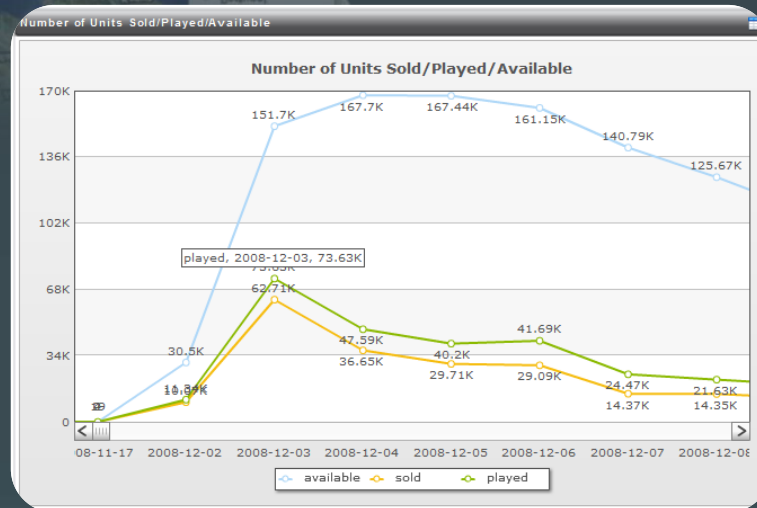
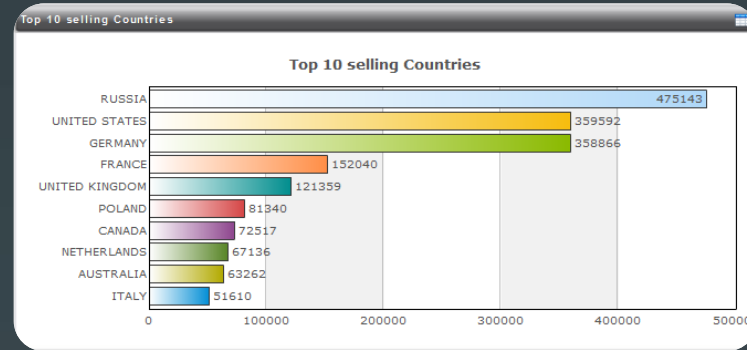


- Pre-downloads allow your customers to start playing the minute your game releases

	Without Release Control	With Release Control
Download	Download <i>NOT</i> possible until release date User loses time over downloading	Pre-load possible weeks before release date Foster pre-sales
Install	Install <i>NOT</i> possible until release date User loses time over installing	Install possible before release date
Play	Games are playable even before release date Gamers who aren't able to play become frustrated	Games are playable at the minute of the release

- Additionally **Release Control** prevents early leaks and pre-release cracks

Track of your sales and monitor the market with Analytics providing you with real time market and sales information



Securing your valuable IP (Intellectual Property) is key to maximizing your revenue



- Content owners aim for appropriate security for their valuable IP
- Preventive content security includes
 - source code encryption
 - anti-tampering services
 - anti-crack trigger points



- Notification services to inform you when your IP is available for free on the Internet
- Takedown services to remove content from popular Cyberlocker networks such as Rapidshare, etc.



Focus on your core business by outsourcing digital content preparation and packaging

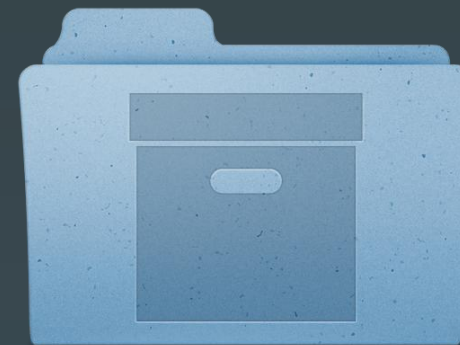


- Development, Marketing, Publishing, and Sales are your core areas of expertise
 - Digital content preparation and packaging cause high fixed costs – reducing profit margins
- We can save you money by providing services using economies of scale
- Content Preparation (i.e. applying Digital License Management)
- Content Packaging (assembly of final product both digital/physical)
- Content Quality Assurance (functionality on various platforms)



Maximizing content monetization requires a proper management of Intellectual Property

- Opportunities to gain revenue streams come and go – thus time is critical to success
 - Having IP at your fingertips allows you to react quickly
 - Taking advantage of new business opportunities
- Secure **digital asset management*** services include
 - Storage of game assets
 - Storage of metadata
 - Storage of marketing collateral
- Do not choose a solution/service provider, choose a reliable long-term partner
 - Sony DADC is certified for ISO 27001, CDSA Anti-Piracy, etc.
 - All digital services include backups to guarantee failover
 - Sony DADC is a financial stable company



Getting content to market is not rocket science. It's about Efficiency, Security, and On-Time Delivery.



- Some would say digital content distribution to the marketplace is not rocket science
 - It's all about efficiency, security, and on-time delivery – to gain maximum revenue
- Our experience with over 200+ million digital B2B transactions give us the expertise to:
- **Distribute*** your content reliably to B2B partners globally
- **Confirm receipt** of your assets by your partners
- **Verify availability** of your IP in the marketplace



Key Figures

- 400+ million physical and digital units on the market
- 3.500+ active customers worldwide
- 60+ digital business partners who have licensed our services
- 1+ million digital software licenses issued per month
- 15 years experience in the entertainment/games industry
- 200+ million digital asset deliveries to 500+ delivery points (DSPs)
- 24/7 technical consultancy/support across the Americas, Europe, APAC

Get started now.

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