



Music & P2P

New Business Model Opportunities

Paid & Advertising Supported Downloads

Technology

December 16th, 2004





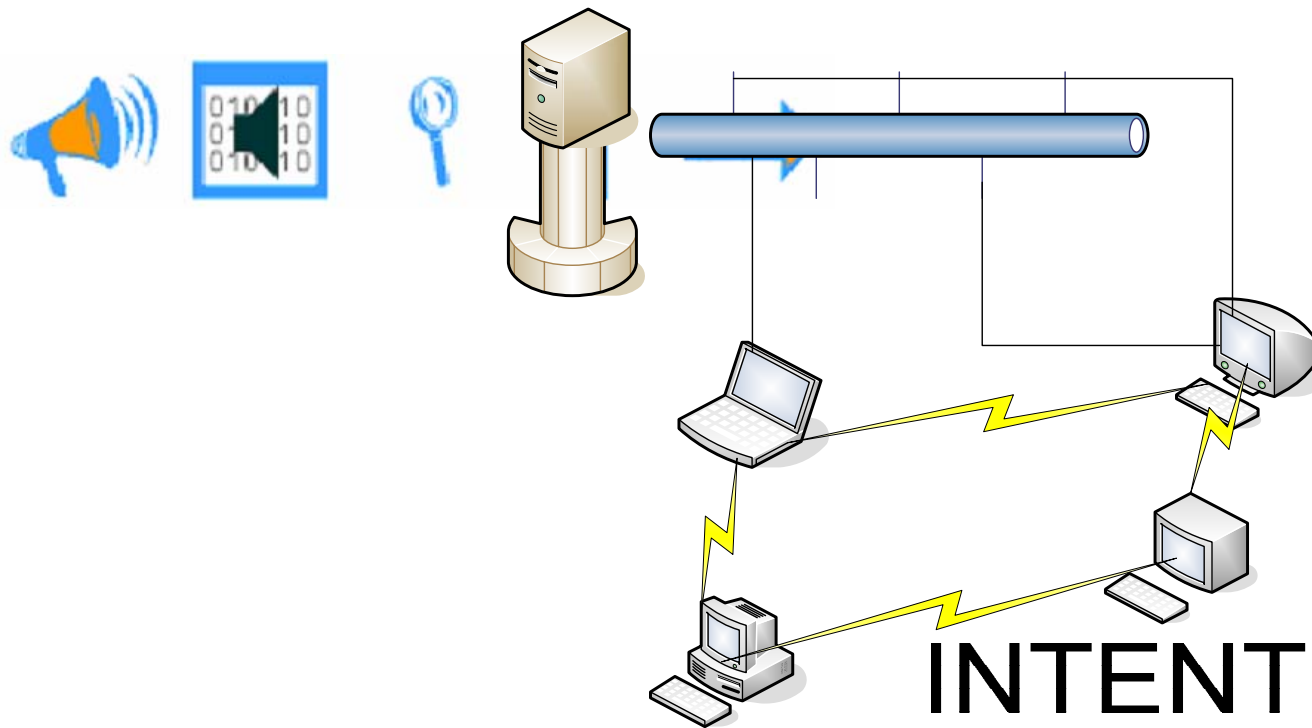
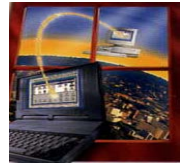
- **FOCUS:** Music, Film, Video, eBook Distribution via P2P & the WEB
- **INTENT:** knows **DISTRIBUTION** Technology
 - Owned by Digital Commerce LLC: 7 year old Investment Trust
 - Digital Commerce, LLC: www.dcllc.info
 - Industry Leadership in Travel Distribution Technology
 - AgentWare, Inc.: www.agentware.net
 - Industry Leader Job Search, and Placement Technologies
 - Careerfish, Inc.: www.careerfish.com
 - Focus on P2P Media Distribution
 - Recognized by Music Companies and RIAA as Legitimate & Positive Force in the Industry

Mission

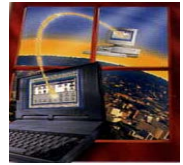


- Help content providers tap into and profit from the secure, legitimate distribution and commercialization of digital media
- Create the Technologies & Platform that enable new Digital Distribution
- Partner with P2P Providers & Web Retailers to enable new business models
- Integrate the viral power and authentic nature of peer-to-peer file-sharing with digital rights management technology, e-commerce and advanced marketing technologies to acquire audiences and drive revenue

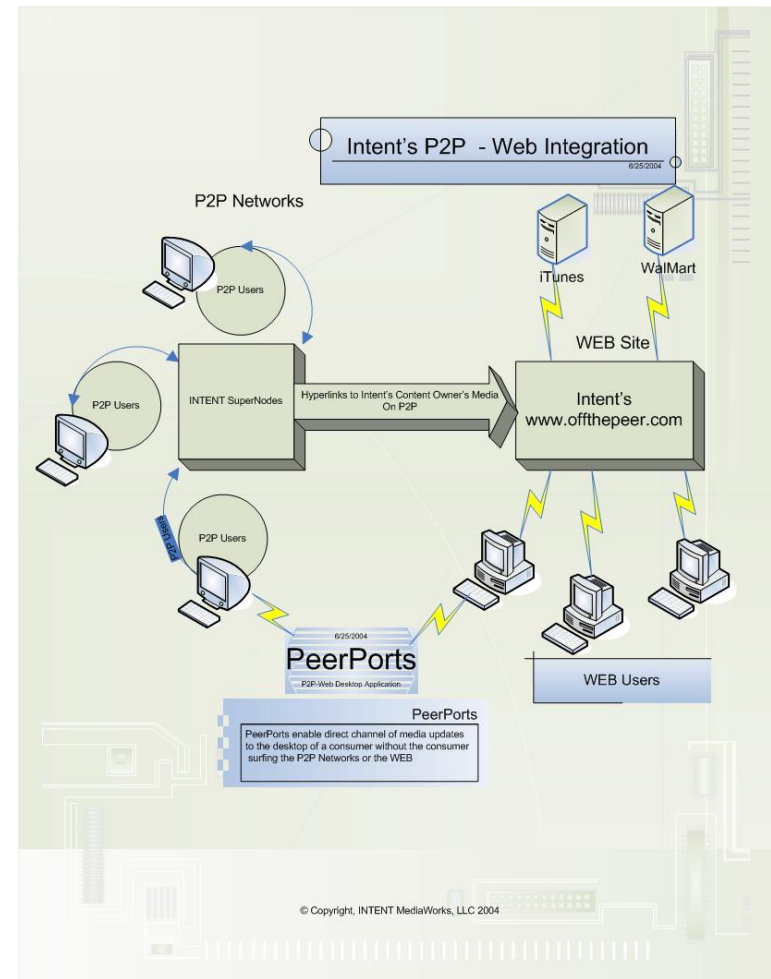
How it Works



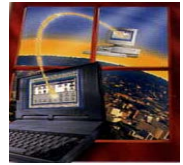
Content Owners Perspective



- Multi-Channel: P2P, WEB, Wireless, Satellite, PC-TV (PVRs/DVRs)
- Non-exclusive distribution
- Digital Rights Management, (DRM), copy protection software used to prevent copying and sharing content without authorization
- INTENT reviews the content to make certain it is not illicit, unauthorized, sexually explicit or unacceptable for distribution.



User Experience & Business Models



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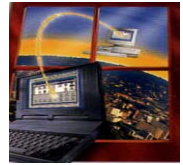
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Advanced Technologies



SCOOTER SCUDIERI
The Art and Science of Self Promotion

Capture Your Spirit.
Keep Your Soul.

The Art and Science of Self Promotion
Inspired by Scooter Scudieri

Audio Examples
Biography

My Agent
My Manager
My Record Company

Capture Your Spirit. Keep Your Soul(tm)™ "The Art and Science of Self Promotion" Lecture/Workshop Series Overview

MISSION STATEMENT: It is my mission to become the first "rock star" created by the Internet. I intend to reinvent the "rock star" by design-forgoing the traditional methods of an agent, manager, or record company. My vision is to utilize high tech, high intensity and a mobilized, pro-active fan base to promote a revolutionary shift in the dynamics and economics of the record industry. Accordingly, a new industry will be born-one controlled by artists and their fans. My music offers a powerful affirmation of the human spirit and is the driving force behind my mission. Lots of musicians talk about using the Internet to revolutionize the music industry. Scooter Scudieri is doing it. Larry Katz/The Boston Herald, 10/23/02

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Example: *MP3 player, Health insurance in NYC*

Email *

* required

STOPPED... 00:00:04:24

Intent - Inside

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Volume: 34%

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MASTER

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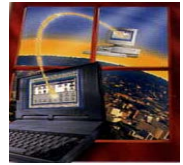
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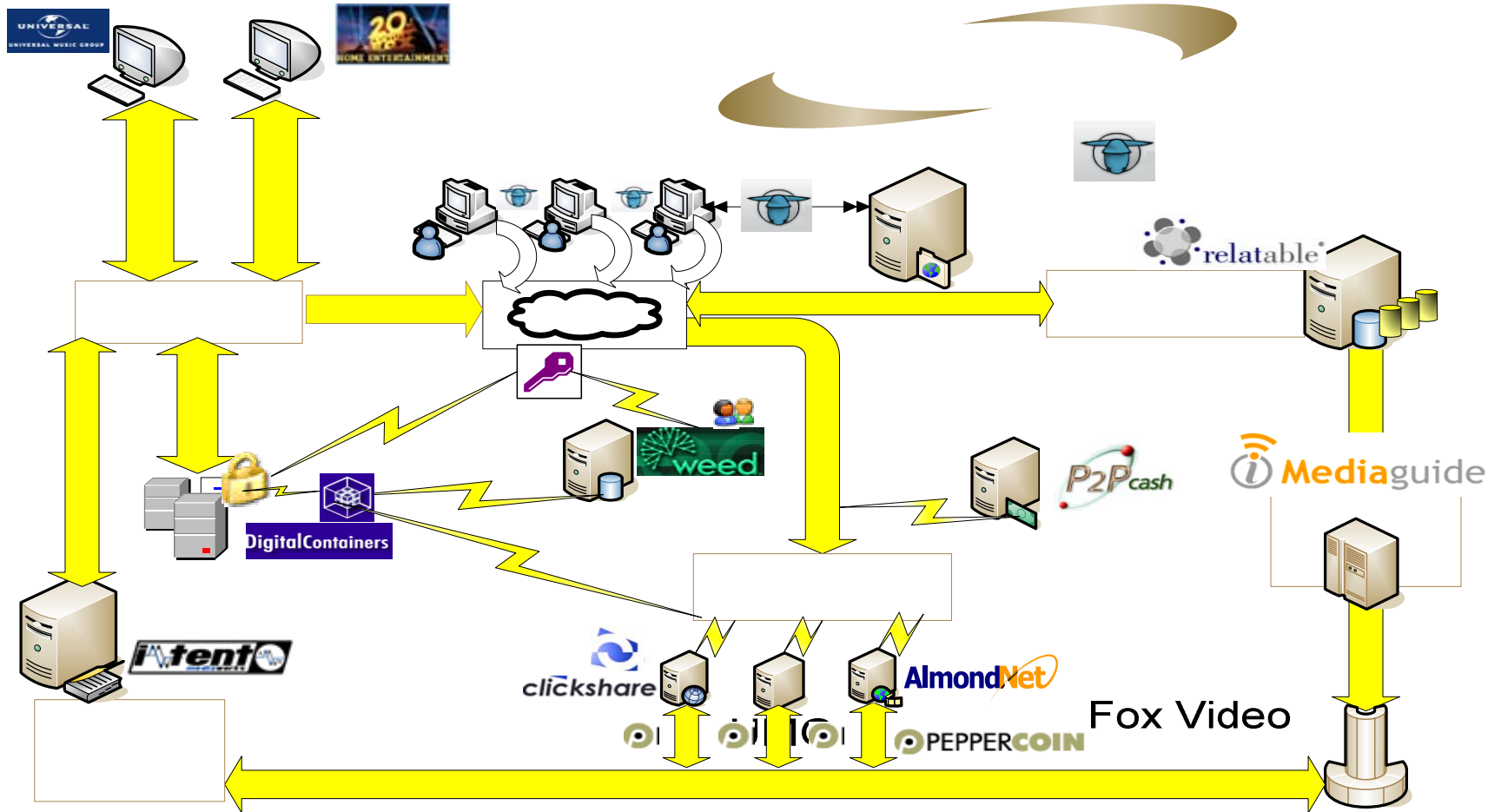
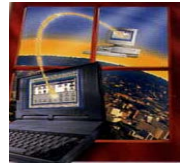
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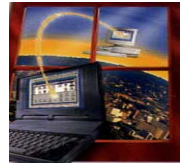
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Partners & Customers





Automated Process & Platform



- Detailed Consumer Behavior Reporting and marketing management
- Already linked in to most P2P Systems
- Java Based Platform
- Complete ODBC & Web Services Backend
- Can Process 1 Million transactions per second



DRM License Report

Run: 2/17/04 - 2/20/04

Client: Blue Maze

Media	KID	Date	Time	Version	Age	Zip	Plays	Burns
Y'all Don't Hear Me .wma	hn3lnv igzU2Kush2UQ Qw3w==	2/20/2004	3:23:46 PM	7	Under 15	30308	3	0
Y'all Don't Hear Me .wma	hn3lnv igzU2Kush2UQ Qw3w==	2/19/2004	2:07:23 PM	7	15-17	30345	2	0
Y'all Don't Hear Me .wma	hn3lnv igzU2Kush2UQ Qw3w==	2/19/2004	1:44:13 PM	7	18-24	30312	1	0
Y'all Don't Hear Me .wma	hn3lnv igzU2Kush2UQ Qw3w==	2/17/2004	3:51:27 PM	7	25-34	21120	3	1
Disown the World .wma	tm7bASqAUmia2zblR8pnw==	2/17/2004	3:49:34 PM	7	35-44	01212	45	2
Disown the World .wma	tm7bASqAUmia2zblR8pnw==	2/17/2004	3:44:46 PM	7	45-54	01201	3	0
Y'all Don't Hear Me .wma	hn3lnv igzU2Kush2UQ Qw3w==	2/17/2004	3:06:26 PM	7	55 +	01212	5	0
Disown the World .wma	tm7bASqAUmia2zblR8pnw==	2/17/2004	2:36:47 PM	7	25-34	30312	5	0
Y'all Don't Hear Me .wma	hn3lnv igzU2Kush2UQ Qw3w==	2/17/2004	2:26:41 PM	7	35-44	30333	2	0
Y'all Don't Hear Me .wma	hn3lnv igzU2Kush2UQ Qw3w==	2/17/2004	2:03:33 PM	7	45-54	08080	2	0
Y'all Don't Hear Me .wma	hn3lnv igzU2Kush2UQ Qw3w==	2/17/2004	1:19:23 PM	7	55 +	30345	1	0
webtalk-2-21-2004 .wma	sGblS3Cn0KYQAB9clK2A==	2/17/2004	1:16:36 PM	7	25-34	30432	1	0

DateRun:

3/1/2004 11:34

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RR

Surf to Demos



- <http://www.offthepeer.com/Shared/SixFootHalo-Inside-OTP.wma>
- <http://www.offthepeer.com/Shared/SixFootHalo-Inside-PS.wma>
- [http://www.offthepeer.com/shared/Joan%20Jett-The Word \(fighting Breast Cancer\)-OTP.wma](http://www.offthepeer.com/shared/Joan%20Jett-The Word (fighting Breast Cancer)-OTP.wma)

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Age

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* required

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