



BLUE VAULT DIGITAL

media • entertainment • music

bluevaultdigital.com



]Content Overview[





Content Overview

Blue Vault Digital operates a digital platform for the delivery of digital content including music, video, games and TV.

Blue Vault Digital enables our clients to operate a stand-alone digital entertainment store that is completely brand orientated to suit our clients specific needs.



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Content Overview



Global Content for Global Brands

Through our digital aggregators, Blue Pie, we have been able to obtain in excess of 3.5 millions tracks for sale through our store. As our Digital Footprint increases so does our content library. Ingestion of content is constant, and as such we grow our catalogue exponentially by more than 20% pa.

With the launch of Global Branded stores, local content is part of our focus to ensure cultural fit and uptake of this new service by the associated brand. As such we go out of our way to ensure that we have the best local catalogues to enhance our international catalogue.





Content Overview

Who do we license our catalogue to ?

Content Companies -

To extend their brand by creating ring tones, real tones, mobile video clips, video games, contests and promotions for new revenue opportunities.

Brands -

To create interactive marketing and advertising campaigns using entertainment content to increase the return on investment and develop greater direct relationships with their target customer. Content often includes digital coupons, branded entertainment and mobile contests, polls and games.

Clubs and Organizations (sports, associations) -

To develop stronger relationships and interactivity with fans and club sponsors with mobile subscription offers and access to mobile content such as logos, real time game scores, news, and video clips.





Content Overview

Licensing the Blue Vault Digital catalogue:

The Blue Vault Digital catalogue has over 3.5 million tracks available for license.

The Blue Vault Digital partner labels and content aggregator network have over 6 million tracks available for additional license through our stores.

License of the catalogues are subject to technical system review by our tech team, compliance review by our legal team and a payment audit by our accounting team.

Term sheets for license of the catalogue can be issued on completion of due diligence and normally take 21 days.

The catalogue is sold via the Blue Vault Digital white label entertainment stores.

Sale of the catalogue via 3rd party retailer networks require system and technical review.





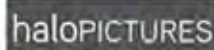
Content Overview

About the Blue Vault Digital Label network

Blue Vault Digital represents over 10,000 leading independent labels and majors including:

INGrooves,
The Orchard,
Broadstreet Digital,
mBOP and
Mega Bop Digital to name a few.

ICON brand "indie" and majors represented from EMI to Universal.





Content Overview

About the Blue Vault Digital content sales license:

All Blue Vault Digital downloaded music, images, video, artwork, text, software and all other copyrightable materials ("Content") are sublicensed to End Users and not sold, notwithstanding use of the terms "sell", "purchase", "order", or "buy" on the Site or this Agreement. Your downloadable music ("Digital Download") sublicense is non-exclusive, non-transferrable, and non-sublicensable. End Users may play their Digital Downloads an unlimited number of times on the same registered personal computer or any other secondary or portable device.

The End User may "burn" their Digital Downloads from the Primary Computer to make unlimited permanent copies in an uncompressed form conforming to the industry "Red Book" technical specifications to either "write once" blank recordable CD-R compact discs conforming to the industry standard "Orange Book Part II" technical specifications and/or blank "re-writable" CD-RW compact discs.

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Blue Vault Digital partners with Blue Pie to aggregate content for our stores globally.

Blue Pie is one of Australia's most innovative and diverse independent music companies. With a roster of 1000 artists and growing from around the world, and a digital catalogue of over 3,500,000 tracks available for license.

For more information on BluePie visit : www.bluepie.com.au



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