

A Unique Convergence is Happening NOW...

There is a convergence of forces taking place that opens huge potential opportunities for visual and performing artists - but without correct business models and technology it comes with risks, pitfalls and potential loss of the value we artists can obtain.

- Massive Internet connectivity of diverse people continues to skyrocket around the world.
- Internet speed to the home is multiplying as DSL technology improves and fiber is being installed to replace copper.
- High quality LCD and plasma displays are dropping in cost and growing in size.
- Entertainment is being increasingly delivered using broadband. IPTV is destined to replace cable. It is predicted that 160 Million TVs will be internet connected within 5-years.
- Homes are being equipped with powerful media systems with music, streaming video, data, voice and images.
- New encryption/decryption methods are being combined with Digital Rights Management (DRM) servers to control rights all the way to the consumer systems.
- Video-On-Demand (VOD) is predicted to become a powerful business model for niche markets.
- IPTV is television, movies, data services and VOD delivered by non-traditional broadband providers without the costs and overhead associated with the broadcast media giants.

So, What is the Mission of Artistes du Globe?

Without question, we artists know that there is a current and emerging field of potential customers connected around the world. People who now are not our patrons can become exposed to the arts in powerful new ways that are low cost and convenient. The convergence of connection, speed, affordable displays, powerful PCs and interactivity is the "perfect-storm". We have to act.

Artistes du Globe can be described a number of ways and nuances will emerge as the mass market gains worldwide traction.

- Artistes du Globe is a syndication of artists, content owners, producers, art schools and humanitarian organizations worldwide to provide a concerted unified approach to resolve the rights questions and exploit the huge opportunities unique in our time.
- Artists will be able to submit diverse art styles to the world stage and hosted on Artistes du Globe. The works are searchable by metadata, keywords and descriptions that simplifies user search and selection. Users can enjoy them on-demand and according to the rights designed for the performance.
- With a unified community of artists, massive adoption by content owners and great promotion by media and word of mouth, critical mass can be reached - with enormous financial benefits.

• Artistes du Globe provides the unified and jointly managed direction for the arts to...

- Exploit IPTV and Internet opportunities
- Design and manage the delivery technologies
- Manage the business model and structured processes
- Automatically manage rights and payments
- Provide marketing strategies to reach the masses

What About the Rights?

Without question, the number one issue facing content owners, producers and artists is how to clear rights in the Wild-Wild-West of the IPTV and Internet phenomenon. Standards are still being worked out, but one thing is clear. There IS a solution now!

• Artistes du Globe has a business model that suggests it is far better to provide up-front rights for the world-stage and greatly benefit from the mass influence of like-minded world artists, our global community and marketing efforts and the automated DRM and payment system we employ. It is possible for great performances to earn revenues well beyond what could be achieved with sponsorship and ticket sales alone - perhaps a hundred fold!

• Artistes du Globe integrates recognized and effective DRM technologies used by Hollywood Studios. Files are delivered to users PCs or to a Set Top Box in an encrypted format and can only be decrypted according to very specific rules. The performance is controlled for geography, the specific user, number of views and time frame. Users can watch low resolution performances on their PC and can download even smaller files to their video enabled smart-phones. Digital Rights Management is firmly controlled.

• Artistes du Globe developed a process to guarantee that artists and other stake-holders are paid out of the revenue generated in a highly structured way - in real-time and payable to Pay-Pal or similar accounts that give recipients instant access to their funds. Artists and other stake-holders have secured web portals to view and manage their content and accounts. Artistes du Globe makes us all partners in this adventure, we all benefit together as it grows.

What is the Big Picture for IPTV for Artists?

IPTV network providers are scrambling for channels of niche content to compete with cable providers and have expressed strong interest in a well designed Arts channel. Artistes du Globe is not really an IPTV Network - YET, but will become a multi-cast IP based network as fresh content streams into the system in quantity and quality enough for an 16-24 hour a day set of programs. The purpose of the network channel will be to expose clips of performances and drive consumers to the website to become members.

The Art of Making the Difference