

The vision starts with a love of the arts and the knowledge that the arts currently suffers from three problems which are inter-related:

1. A lack of exposure in the mainstream media
2. A high cost of ticket sales resulting in reduced patronage
3. Low dollars flowing to the artists

There is a worldwide paradigm shift taking place in how entertainment is delivered to the home. In the recent past, media was only streamed in a sequentially programmed multi-cast format across the airwaves, cable or satellite. The delivery costs are high, and therefore relegated to mainstream programming with fierce competition for available resources.

The new method entails the delivery of entertainment across broadband, or IP networks. This introduces some profound changes and implications

1. There is a virtually unlimited number of available channels
2. The cost of delivery is significantly lower
3. It allows two-way communication and interactivity with users
4. It allows on-demand programming customized to each user
5. It allows vast variety, the highest HD quality and low cost
6. It can incorporate sophisticated DRM or Digital Rights Management technologies

These are all aspects of entertainment that traditional mainstream media cannot duplicate. This has given rise to IPTV and Internet TV and many creative business models that before were impossible to realize

The vision of Artistes du Globe is a convergence of the unique capabilities of Nathalie Grosshenny and Jackson Ball. Nathalie has enjoyed excellent success in the arts as a performer and as a producer of shows with worldwide relationships with top artists and producers. Jackson has vast experience designing and building sophisticated on-line applications and is a well known graphic artist with relationships with visual artists around the US. Together, Nathalie and Jackson formed Artistes du Globe to leverage the global artistic contacts they possess, provide an elegant solution to the rights management issues and engineer a secure and fun to use technology platform to deliver the widest variety of performing and visual arts to the masses in a low cost solution.

To consumers, Artistes du Globe gives them the means to browse, select and view diverse world arts in a convenient low cost manner without incurring high equipment costs. The technology is designed to support the latest HD formats. To visual artists, the system allows their art works to display in a highly flexible way to homes and businesses in a simple to use and lucrative business model.

To the artists, Artistes du Globe provides a community and real-time revenue stream that deposits funds into international Pay-Pal accounts as viewers select their arts. The application enables artists to submit works, and have their copyrights protected at all times, no matter how many artists and stage hands are involved. The Artistes du Globe platform is also designed as a community portal not unlike YouTube or Facebook where users of like interest can connect, learn and share with each other and become exposed on a world stage.

To the artistic trade unions, the elegant Artistes du Globe solution incorporates the nuances of rights management - who gets paid, and how much in an easy to manage on-line application. This in turn delivers a long sought vehicle for artists to expand their revenue by incorporating a royalty avenue that did not exist in single use revenue models prevalent in traditional sequentially programmed media. When artists are successful, unions are successful.

To producers, Artistes du Globe provides a long-tail profit model that can extend around the globe. This provides needed financial resources that today does not exist.

Artistes du Globe is therefore a service to Artists, Unions and Producers to provide the rights management and solution delivery vehicle in a way that is trackable and instantly accessible.

Artistes du Globe is an elegant and well thought out solution to an old problem that leverages technology and the emerging media delivery of broadband in a business model that benefits the arts and consumers in a tangible way.

### *The Art of Making the Difference*