



Digital Media Distribution Platform

MediaNet Overview

- Founded as MusicNet by record company investors Bertelsmann, EMI, and WMG to facilitate the digital distribution of music.
- Complete catalog approaching 8M tracks and 10K music videos from all majors and independent labels.
- Available in US, Canada, UK, Germany and France.
- Powers download, streaming and subscription services.
- Currently serves over 200M downloads, 130M subscription plays, and 25M on-demand streams per month.
- As a B2B service provider, the company has enabled many of the largest and most innovative brands in the space.

Microsoft

TESCO

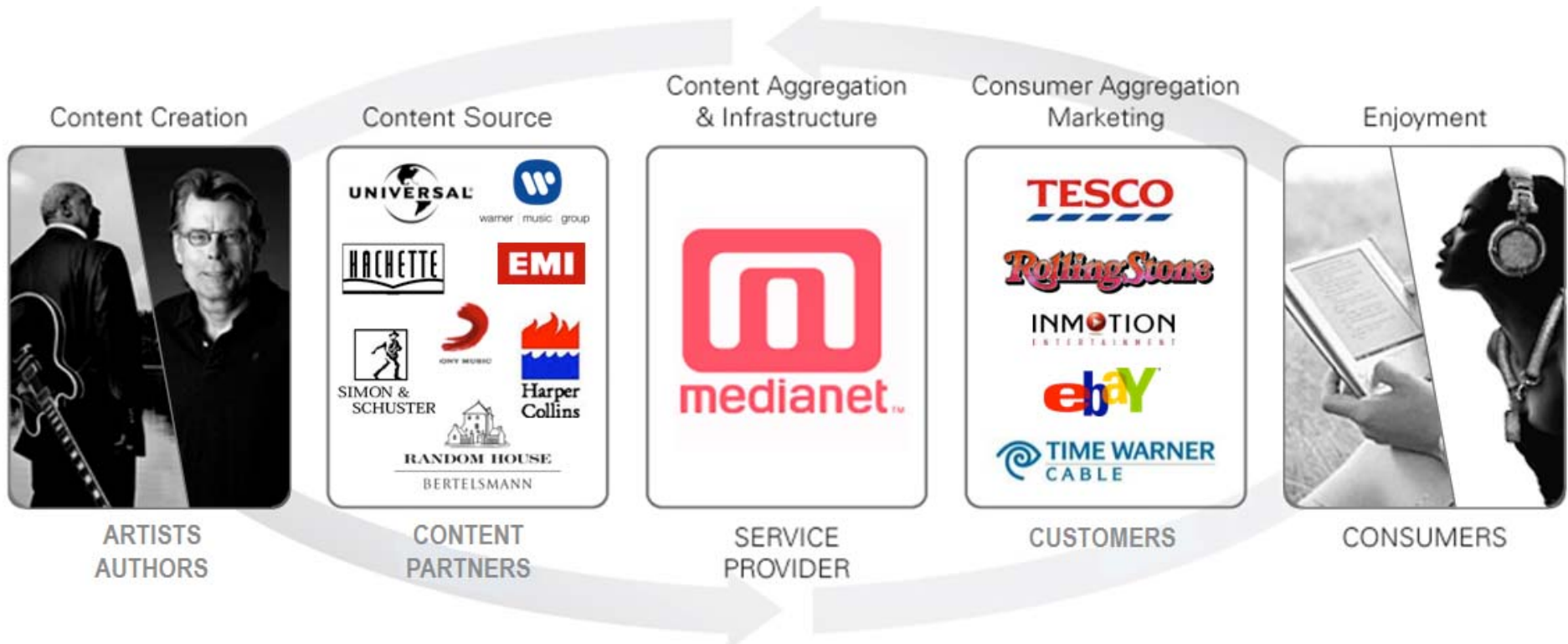
OHMV
DIGITAL

YAHOO!

AOL

MTV
MUSIC TELEVISION

MediaNet's Role in Market



The MediaNet Platform

- We provide a mature and highly scalable platform for premium digital content distribution.
- Original enterprise model (MN Enterprise):
 - Custom integration of platform with major brands.
 - Higher touch with longer implementation timelines.
 - Management of complex business rules and DRM requirements.
 - Limited to companies willing to make a more substantial, long term investment.
- New self-serve model (MN Open):
 - Supports rapid deployment of a variety of services and applications.
 - Downloads, streaming and subscription services.
 - Easy implementation and flexibility in business models.
 - Analytics provide visibility into content consumption.

New Product Offering - MN Open

MN Open Web Components

- Web modules for incorporating music content into any site.
- No programming required.
- Highly configurable.

Kate Bush
All Albums
Artist Bio

Kate Bush
Biography
One of the most successful and popular solo female performers of the past 20 years to come out of England, Kate Bush is also one of the most unusual, with her keening vocals and unusually literate and complex body of songs. As a girl, Catherine Bush studied piano and violin while attending the St. Joseph's Convent Grammar School in Abbeville.

Arriving this week after what seemed like a lengthy gestation, "**Ellipse**" (RCA), the new album by **Imogen Heap**, is smart, textured modern pop, full of invention, personality and countless joys, much like the work of **Kate Bush** and **Annie Lennox**.

If you are among the approximately one million people who follow Ms. Heap on Twitter, as I am, you've been eager to hear "**Ellipse**," for she posted, at times charmingly so, about 1,500 tweets about making and marketing it. I felt so intimately involved in its creation that I'd forget it didn't exist in a final form until recently; I found myself trying to remember songs I hadn't yet heard.

The 31-year-old Brit began writing "**Ellipse**" during a spontaneous trip overseas. "I didn't want to be in London, where I'd be doing my when we went to Hawaii."

Most Popular Albums

Top 10 Most Popular Songs

Song Title	Artist
This Woman's Work	on The Sensual World
Wuthering Heights	on The Kick Inside
This Woman's Work	on Paramount Pictures' 90th Anniversary: Memorable Songs
Babooshka	on Never For Ever

Related MP3 music

Rank	Song Title	Artist
1	First Train Home	Imogen Heap
2	Between Sheets	Imogen Heap
3	Bad Body Double	Imogen Heap
4	Half Life	Imogen Heap
5	Canvas	Imogen Heap

Download MP3

iPod® Friendly powered by medianet™

MN Open APIs

- Complete control over user experience.
- Customers use their own commerce or ours.
- Easy to integrate using any programming language.
- Rich functionality for content discovery and fulfillment.

Boys Like Girls
NEW ALBUM AVAILABLE EVERYWHERE

LOVE DRUNK

Featured songs

Song Title	Artist
Love Drunk	Boys Like Girls
Thunder	Boys Like Girls
Here I Am	Boys Like Girls

Other popular songs

Song Title	Artist
The Great Escape	Boys Like Girls
Five Minutes to Mangle	Boys Like Girls
Heads Over Head	Boys Like Girls
Dance Hall Drug	Boys Like Girls
Learning to Fall	Boys Like Girls

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HoneycrispMusic

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All Books ▾


Browse Genres

- Alternative & Indie Rock
- Blues
- Broadway & Vocalists
- Children's Music
- Christian & Gospel
- Comedy & Miscellaneous
- Classic Rock
- Classical
- Country
- Dance & Electronic
- Jazz
- Latin Music
- Pop
- R&B
- Rap & Hip-Hop
- Rock
- Soundtracks
- Folk
- Hard Rock & Metal
- New Age
- World Music

Hot Items

- Best Sellers
- New Arrivals
- Rare Editions
- Gift Cards
- Album Releases


Best Selling Albums

- 

1 Need You Now
by Lady Antebellum

CD **Our Price: \$13.99** MP3 Download **Our Price: \$9.99**

[Add to Cart](#) [Add to Cart](#)

Lady Antebellum prefaced the release of Need You Now by issuing its title track as a single; it reached the top spot on the country charts and stayed there for five straight weeks. It was their second number one, and they wasted no time following it with "American Honey," a mere two months before this set was in stores. This singing and songwriting trio -- lead vocalists Charles Kelly, and Hillary Scott with multi- [more...](#)
- 

2 Raymond v Raymond
by Usher

CD **Our Price: \$13.99** MP3 Download **Our Price: \$10.99**

[Add to Cart](#) [Add to Cart](#)

The making of Usher's sixth studio album was inevitably affected by the end of his marriage and its aftershocks. "Papers," the early buzz single for Raymond v Raymond, bears the closest relation to the turbulence he experienced. He pours himself into that song more than any other on the set, and breakup lyrics don't get much more specific than "You don't think I know what's up, but sweetheart that's what ruined us" or "I [more...](#)

Browse Artists

- The Hold Steady
- Toni Braxton
- Godsmack
- James Taylor
- Caribou
- Arcade Fire
- Michael Jackson
- Melissa Etheridge
- The Black Eyed Peas
- Ozzy Osbourne
- Deftones
- Xiu Xiu
- Paul Wall
- MGMT
- Blondie
- Luciano Pavarotti
- Metric
- Ben Harper
- Norah Jones
- Corinne Bailey Rae
- Vampire Weekend
- Phoenix

- Leading social media music application with full Facebook integration
- Part of MySpace Music, appears in Google OneBox.
- [Demo](#).

Hi seansmuller (2) ▾

Artists matching 'john mayer'



Name: [John Mayer \(local show\)](#)

Fans: 2,234,479

Click to iLike

Play artist radio (new)

[Fall Out Boy Feat. John Mayer](#)

[Alicia Keys Feat. John Mayer](#)

Songs matching 'john mayer'

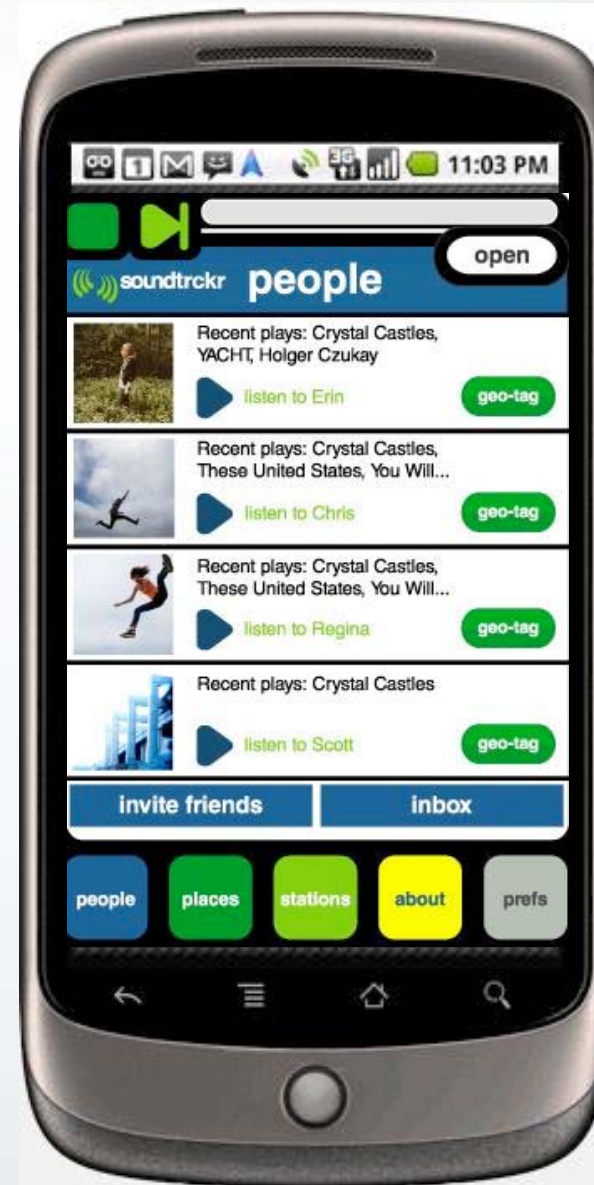
	Waiting On The World To Change by John Mayer (on Featured)	Buy	<input type="checkbox"/>	
	Your Body Is a Wonderland by John Mayer (on tour)	Buy	<input type="checkbox"/>	
	Slow Dancing In A Burning Room by John Mayer (on tour)	Featured Buy	<input type="checkbox"/>	
	Daughters by John Mayer (on tour)	Featured Buy	<input type="checkbox"/>	
	Gravity by John Mayer (on tour)	Featured Buy	<input type="checkbox"/>	
	Dreaming With A Broken Heart by John Mayer (on tour)	Buy	<input type="checkbox"/>	
	No Such Thing by John Mayer (on tour)	Buy	<input type="checkbox"/>	
	Say by John Mayer (on tour)	Featured Buy	<input type="checkbox"/>	
	The Heart Of Life by John Mayer (on tour)	Buy	<input type="checkbox"/>	
	Why Georgia by John Mayer (on tour)	Featured Buy	<input type="checkbox"/>	
	Vultures by John Mayer (on tour)	Buy	<input type="checkbox"/>	
	Belief by John Mayer (on tour)	Buy	<input type="checkbox"/>	
	In Repair by John Mayer (on tour)	Buy	<input type="checkbox"/>	
	Stop This Train by John Mayer (on tour)	Buy	<input type="checkbox"/>	
	I Don't Trust Myself (With ...) by John Mayer (on tour)	Buy	<input type="checkbox"/>	
	Bigger Than My Body by John Mayer (on tour)	Buy	<input type="checkbox"/>	
	Clarity by John Mayer (on tour)	Buy	<input type="checkbox"/>	
	I'm Gonna Find Another You by John Mayer (on tour)	Buy	<input type="checkbox"/>	
	My Stupid Mouth by John Mayer (on tour)	Buy	<input type="checkbox"/>	

- Well regarded, subscription on-demand streaming music service.
- Mobile version currently being released.
- [Demo](#)

The screenshot displays the MOG website interface for the artist Coldplay. The main navigation includes 'Music', 'Blog Posts', 'Playlists', and 'musicdawg'. The artist's profile features a 'COLDPLAY' header with links to 'Main', 'Albums', 'Songs', 'Photos', 'News', 'Posts', and 'Bio'. A 'Play Coldplay Radio' button is prominent, followed by a 'Coldplay Essentials' playlist with five tracks: '1 Karaoke: Moses', '2 Prospekt's March/Poppyfields', '3 42', '4 A Rush Of Blood To The Head', and '5 White Shadows'. Below this is a 'Top Albums' section with 'Viva la Vida', 'Viva la Vida/Prospekt...', and 'X&Y'. A news article titled 'Coldplay to Tour Latin America Lashes' is visible, mentioning a performance by Natasha Khan. A 'MOG IT UP!' button shows 13 votes.

An overlay window titled 'MOG Music Player - Windows Inter...' is open, showing the song 'Square One' by Coldplay from the album 'X&Y'. The player includes a search bar, playback controls, and a list of similar artists and songs, such as 'The Scientist', 'Clocks', 'I Ran Away', and 'Remember Tomorrow'. The player also features a 'LOAD PLAYLIST' and 'CLEAR QUEUE' button, and a decorative graphic of a person surfing.





- Location-based social music streaming app.
- Recently launched on the iPhone and coming soon to Android devices.
- [Demo](#).



Music Web Components


GARRETT**MEDIA**.COM Search **GO**

Money Living Books **Music** Cooking Family Life Pets

Video  VIDEO: The latest in movies and other entertainment  VIDEO: Looking at the history of the Farming industry  VIDEO: New bridge construction and the effects it has  VIDEO: Rural living: Its benefit and pitfalls

Retro Album of the Week

Diamond Dogs by David Bowie










David Bowie fired the Spiders From Mars shortly after the release of Pin Ups, but he didn't completely leave the Ziggy Stardust persona behind. Diamond Dogs suffers precisely because of this -- he doesn't know how to move forward. Originally conceived as a concept album based on George Orwell's 1984, Diamond Dogs evolved into another one of Bowie's paranoid future nightmares. Throughout the album, there are hints that he's tired with the Ziggy formula, particularly in the disco underpinning of "Candidate" and his cut-and-paste lyrics. However, it's not enough to make Diamond Dogs a step forward, and without Mick Ronson to lead the band, the rockers are too stiff to make an impact. Ironically, the one exception is one of Bowie's very best songs -- the tight, sexy "Rebel Rebel." The song doesn't have much to do with the theme, and the ones he does throw in to further the story usually fall flat. Diamond Dogs isn't a total waste, with "1984," "Candidate," and "Diamond Dogs" all offering some sort of pleasure, but it is the first record since Space Oddity where Bowie's reach exceeds his grasp.

~ Stephen Thomas Erlewine, All Music Guide


Search: Enter Title / Artist / Album **Search**

Related MP3 music **Top 10 Songs** of the week

1		Diamond Dogs 
	Album: Diamond Dogs	Artist: David Bowie
		DOWNLOAD
2	Let's Dance	David Bowie 
3	Under Pressure	David Bowie 
4	Ziggy Stardust	David Bowie 
5	Dancing In The Street	David Bowie 

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Latest Music News



Slash
Like Jeff Beck before him, Slash is a superstar guitarist who can't sing a lick -- a situation that poses a considerable



- Web Components are used to increase user engagement via contextually relevant digital music content.

- [Demo.](#)

The screenshot shows the ABC Good Morning America Entertainment page. The main article is titled "In the Spotlight: McGraw on Family and the Love of His Life" by Janice Johnston and Ari Pinkus, dated Nov. 11, 2009. The article includes a photo of Tim McGraw performing and a quote from him about adjusting to fame. The page also features a "Watch Video" section with three video thumbnails, a "Related" section with a "Top 10 Songs" list, and a "Southern Voice" album promotion. The page layout includes a navigation bar, a search bar, and various social media sharing options.



eBay used Web Components to build a turnkey Digital Music Center that is linked to artist searches.

[Demo](#)

The screenshot shows the eBay Digital Music Center interface. At the top, there's the eBay logo and navigation links like 'Buy', 'Sell', 'My eBay', 'Community', and 'Help'. Below that is a search bar with 'All Categories' and a search button. The main content area features a 'eBay Digital Music Center' section with the text 'Expand your music collection today.' and a list of benefits: 'Songs priced at just 69¢, 99¢ or \$1.29 each', 'Downloads instantly to iTunes and Windows Media Player', 'Preview songs before you buy', and 'Easy, secure purchase using PayPal'. To the right, there's a 'Get tickets to the best NY Metro events' section with a 'StubHub!' logo and a list of events: 'Rowley Ballroom NY (Tickets for 36 events)', 'Terminal 5 (Tickets for 25 events)', and 'Radio City Music Hall (Tickets for 24 events)'. Below this is a navigation bar with letters A-Z and '0-9' and a 'Featured Artists' link. The main content area is a grid of artist portraits with their names: Adele, Beyonce, Black Eyed Peas, Bob Dylan, Bon Jovi, Britney Spears, Bruce Springsteen, Bryan Adams, Carrie Underwood, Celine Dion, Dave Matthews Band, David Cook, Eminem, Flo Rida, Grateful Dead, Green Day, Jamie Foxx, Janet Jackson, Jason Mraz, Jay-Z, Jeff Beck, John Legend, John Mayer, Justin Timberlake, Kanye West, Katy Perry, Keith Urban, and Kerl Hilson.

MN Portal

- Online reporting portal provides real-time access to content sales for content partners and distributors.
- [Content Partner View Demo.](#)
- [Customer View Demo.](#)

medianet Welcome, Universal Test [Log-out](#)

DASHBOARD CONTENT REPORT CUSTOMER REPORT MY REPORTS

[Dashboard](#) > Analytics Dashboard

Content Partner Dashboard

Data up to Nov 29, 2009 (updated daily by 10:00am PT)

Last 30 Days 10/31/2009 - 11/30/2009

Report Dates: **Last 30 Days** Start Date (mm/dd/yyyy): 10/31/2009 End Date (mm/dd/yyyy): 11/30/2009 [Update](#)

[Generate Detailed CSV for this Period](#) – Contains content and customer data (download link will be generated under "My Reports")

Summary of Content Sales

Top Tracks	Sample Plays*	Track Sales
All Tracks (view full report)	1,629	381,534
Fireflies	356	6,117
Pretty Girls (Feat. Gucci Mane)	0	4,752
Fight For This Love	0	4,015
Bad Romance	38	3,468
Wishes And Stars	0	3,306

Top Albums	Sample Plays*	Album Sales
All Albums (view full report)	0	38,807
Up To Now (Uk Digital Version)	0	1,409
3 Words	0	1,366
Girls Aloud Hit Pac - 5 Series	0	1,006
Pussycat Dolls Hit Pac - 5 Series (Pare...)	0	942
The Beautiful South Hit Pac - 5 Series	0	877

Summary of Customer Sales

Top Performers	Sample Plays*	Album Sales	Track Sales
All Customers (view full report)	1,629	38,807	381,534
Zune	0	12,004	314,477
Tesco (UK)	0	24,541	24,582
Secure Media	0	0	18,196
iMesh	0	0	12,339
HMV (UK)	0	2,206	10,337
iLike	0	39	1,434
Synacor	0	7	75
Complete Playlists LLC	0	0	37
iMesh (CA)	0	0	26
ClearWire	0	7	21
La Curacao	0	1	5
Fox News Network	1,490	1	4
MediaNet Digital	134	0	1
InterTech Media	5	0	0

*Sample Plays are currently only available for Web Component customers.

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eBooks

The MN Platform supports content other than music.

- eBooks were introduced in April using same easy to implement APIs and Web Components.

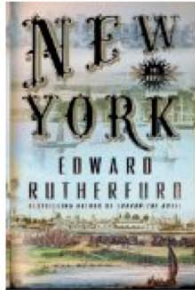

[New York: The... Details](#) [Edward Rutherf... Bibliography](#) [Edward Rutherf... Author Bio](#) 1 item




Edward Rutherford

Educated locally and at Cambridge University and Stanford Business School, where he was a Sloan scholar, he worked in political research, bookselling and publishing. After numerous attempts to write books and plays, he finally abandoned his career in the book trade in 1983, and returned to his childhood home to write Sarum, a historical novel with a ten-thousand year story, set in the area around the ancient monument of Stonehenge and Salisbury. Four years later, when the book was published, it became an instant international bestseller, remaining 23 weeks on the New York Times Bestseller List. Since then he has wr... [more](#)

This Week's Most Popular Books

	New York: The Novel Flip through it  Print List Price: \$30.00 Our Price: \$11.99 You Save: \$18.01 Download eBook	Strangely, I suspect it was Viking ancestors who drew me to New York. For centuries my father's family lived on Britain's biggest tidal river, the Severn, on which there was a huge trade with the interior, and through the port of Bristol with America. In the nineteenth... more
2	Sarum: The Novel of England	\$21.95
3	The Rebels of Ireland: The Dublin Saga	\$21.95
4	London: The Novel	\$21.95
5	The Princes of Ireland: The Dublin Saga	\$21.95

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MN Open Summary

MediaNet's Digital Media Distribution Platform

- ❑ Web properties can add fully licensed music and media content to their sites or applications quickly and easily
- ❑ Full catalog of downloadable songs from all major labels and independent labels in high quality MP3 format.
- ❑ Deep content includes 40,000 artist bios and 150,000 album reviews.
- ❑ Complete solution for managing end user accounts & content delivery .
- ❑ Keep users on your site longer and increase pageviews
- ❑ Generate revenue through MP3 sales.
- ❑ Online reporting provides usage data, user behavior and financials.