

SESAC Announces Strategic Alliance to Introduce Ruby DigSound (DS) Music Delivery System

Nashville, TN - SESAC announced today a strategic alliance with Activated Content Corporation (ACC) and DigSound to launch Ruby DS, a web-based delivery system for watermarked audio files. SESAC, the most innovative and fastest growing performing rights organization in the U.S., continues to expand its edge by utilizing the latest advances in audio-recognition technology to improve the performance tracking, music licensing, and royalty distribution process.

RubyDS is a web-based system that delivers audio files via email. The track may be downloaded securely, with metadata identifying the sender and downloader attached via a unique watermark. Specifically, each downloaded track receives a unique watermark specific to the terms and conditions of the audio file's digital transfer. Ruby DS provides a watermark that was previously only available through major labels and post production houses now to anyone with internet access.

Hunter Williams, Senior VP of Strategic Development at SESAC, said, "Technology is changing the way music is consumed at the B2B level. Creators need tools to authenticate and protect their IP as it travels through the digital domain. Copyright owners expect greater accuracy and transparency in accounting from their business representatives. Similarly, music consumers are looking for better efficiency in licensing content that they wish to exploit. The RubyDS system responds to these needs in a very direct way."

"The age of digital music has arrived, and RubyDS is a vehicle that takes it to the next level. Activated Content is committed to providing its cutting edge watermark technology to deliver audio files while protecting the content IP and allowing for efficient collection of royalties. We are grateful to be a part of this alliance with SESAC and DigSound which will result in cost savings while generating new revenue for artists and content owners," said David Cannon, President of Activated Content.

"With so many advancements in digital technology, from broadband to mobile applications, the music value chain is evolving," said Paul Martin Founder of DigSound. "RubyDS will enhance the ability to monetize content through innovative web 2.0 strategies and foster a more efficient marketplace for music creators," he concluded.

SESAC, ACC, and DigSound are inviting parties to join the Beta Launch of RubyDS. It is not necessary to be a SESAC affiliate in order to participate. Those interested should visit DigSound.com or SESAC.com for more information.

ABOUT SESAC

Founded in 1930, making it the second oldest performing rights organization in the U.S., SESAC has a diversified repertory that includes today's most popular music: R&B, Hip-Hop, Dance, Classic Rock, Country hits, the best of Latin music, Contemporary Christian, Jazz, and TV and Film music from Hollywood's hottest composers. SESAC prides itself on developing individual relationships with both songwriters and publishers. SESAC's corporate headquarters in Nashville houses all of the company's divisions, from creative to licensing to administration. The company also has offices in New York, Los Angeles, Atlanta, Miami and London. For more information, please visit www.sesac.com.

ABOUT ACTIVATED CONTENT

Activated Content is a recognized leader in digital audio watermarking with their patented technology. They launched the industry's first comprehensive and practical watermarking solution for encoding identifiable, robust, inaudible and unique codes into digital audio. At the core of its products is their proprietary, "Golden Ear" approved, and field proven watermark. Activated Content's technology has been deployed by major and independent record labels, recording studios, mastering studios, duplication houses, cable television channels and online content distribution services worldwide. For more information, visit www.activatedcontent.com.

ABOUT DIGSOUND

DigSound's mission is to serve the B2B music market by providing innovative solutions to help streamline and automate the music delivery, licensing, and payment process. It has been a champion of utilizing the latest advancements in watermarking technology to track music more accurately and transparently. Through the DigSound community, composers, songwriters, and artists can promote their music and keep track of usage in real time in a secure digital environment. For more information, visit www.digsound.com.

