



INTENT
MEDIA WORKS

DIGITAL DISTRIBUTION **ON YOUR TERMS**

INTENT MediaWorks deploys Free Jay-Z Concert "Live From Radio City Music Hall" for Coca-Cola® managed by KEYOS

WHO: INTENT provides state-of-the-art digital packaging, distribution and promotional services to the media industry for the secure and profitable distribution of digital media to P2P, web-based download stores, e-mail, social networks, IPTV, RSS, blogs and instant messaging.

NEED: A solution to effectively monetize and harvest the vast potential of global P2P networks. With over 10,000,000+ active participants accessing P2P networks at any given time the solution had to be very robust and scalable to any number of end users at any point in the promotion.

SOLUTION: Using KEYOS, INTENT created a branded media player inside the Windows Media Player DRM License Acquisition Window that allowed users to preview the Jay-Z concert and easily gain access to the full-length concert file. All user data was collected via KEYOS and made available via HTML email reports and as a downloadable report in both the CSV and XML formats.

www.intentmedianetworks.net



"When Coca-Cola® selected INTENT MediaWorks to deliver a free Jay-Z concert in P2P Networks, we depended on the KEYOS Platform to control access to this promotion on a 24/7/365 Global basis. KEYOS is our DRM platform of choice."



-Glenn Martin, CTO, INTENT MediaWorks

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