

Has the future of delivering secured artistic content arrived?

So what is Artistes du Globe?

There is great need in the arts world for two big things - one is a really powerful, arts oriented social network that encompasses and empowers all performing and visual art disciplines, and the other is a means to deliver our artistic content safely in the lucrative digital economy. The two concepts are mutually supportive, the social network providing critical conversation, content development, massive "voice" to empower change - and the content delivery system providing the structure to address our unique revenue and security requirements.

The Artistes du Globe social network is based on Telligent Enterprise, the same core technology powering MySpace, Electronic Arts, Microsoft, Dell and many other global communities. We are customizing it with an artistic calendar of events, nested communities where a company can have their own public or private mini community within the main community, an e-commerce system so costumes, props, materials and services can be bought and sold, wikis, forums, blogs, RSS, external links and more. And it encompasses all performing and visual art forms.

Clearly, there is a very great opportunity and very painful convergence occurring in the world of performing arts. Revenue generation in the arts today is largely based on ticket sales for physical performances. An emerging approach involves leveraging on-demand, repeating royalty based revenue channels by streaming HD video content securely to consumers TV's, computers, movie screens and mobile devices. We know that leading edge technologies finally allow these evolutions. It is painful because Producers all over the world are renegotiating contracts with unions and artists to al-

low for greater exploitation of their now repeatable HD content, with language that supports its reuse in both traditional and emerging broadband markets.

The problem? There is no mechanism anywhere that could provide all of the streaming video services, content security, HD quality, supporting web applications and detailed payment systems to facilitate these new "recurring royalty" possibilities, and model the resulting art industry interactions that would be needed in web portals.

A compelling Arts oriented Social Network connected to an interactive streaming HD broadband TV system that secures the content and pays artists in near real-time!

New "interactive video" technology supports revolutionary e-learning models, connecting student and art school, artists and choreographer in real time with free or paid courses, fully interactive, public and private video and audio with chat. It is only going to get better as bandwidth multiplies in coming years.

Producers can upload-stream LIVE performances to servers, which then stream out to paid subscribers worldwide. All of these compelling solutions and more is what Artistes du Globe is all about. Two years in the making, over \$200K US personally invested, no venture capital and debt free. In final development now, phase I will launch Spring 2010.

How exactly is the content controlled and delivered?

We entered into a strategic alliance with Adobe Systems over their Flash based multi-directional interactive video technology called FMIS. With it, we will stream content from source to screen in an encrypted format to prevent network piracy. With it we maintain a connection

to the remote custom Player. Streaming is very secure because it plays once and dumps the file. The Adobe interactive technology addresses the fact that not everyone can receive HD content across their internet connection. We monitor the real time latency to the consumer, and automatically and seamlessly vary the bit-rate to assure the optimized viewing experience. We employ further technologies like secure applications, real time verification of the content going to the right consumer and the right player, and other server based controls.

The visual images will be directed to wireless large format LED picture display units with user controlled matting colors and simulated textures. This is phase II development. Consumers will be able to select from great images to display around the home or office. If the artist has a gallery in the area, that gallery can be automatically credited when a local consumer in their area selects their contracted art. After explaining how it works, a gallery owner in Sante-Fe literally chased me down the street to make sure we make them a part of this business when launch, in fact every artist and gallery we approached gave a resounding yes to this approach and they will help sell the service and displays. In addition to the wall displays, Artists can enable their images to be purchased for download, similar to iStock or Getty Images.

So what will it cost to use this service? How does the industry make money?

This is a very cool part of the story. Consumers will have unprecedented

variety of arts on demand. Dance, opera, symphony, plays, artistic/acrobatic performances, grass root highly entertaining independent or formal arts of high quality from around the world will be selected and played up to HD quality to full-screen TV, computers and mobile device. Because Artistes du Globe is delivered across the internet, costs are lower and getting lower. With most of the revenue going back to the stakeholders, consumer costs can be low, yet profitable.

Producers can create consumer viewing rules like number of permitted views and over what date range, and in what countries around the world. Producers can create stakeholders or import Artists and associate them to a particular Performance, assigning precise Acorn credit amounts for each consumer purchase. Acorn balances are credited in near real time, automatically flowing to all the stakeholders according to the payment rules. Artists have their own Portal where they see all their Acorn earnings across all shows and producers floating in the economy, and can convert them into their own Acorn credit as well as to cash credit on their credit card. We might go after our own Artistes du Globe branded card.

About Acorns. Early in the system design, considering all the different interactions between consumers, artists, producers, art schools, galleries and humanitarians, it was seen that a synthetic currency made great sense. We built Artistes du Globe from the ground up to support the use of "Acorns" to power the "economy" of the system. I must admit that we hope that like squirrels, members will hoard Acorns in the system, which helps us with cash flow and float so we can do ever greater things for the arts.

A core feature of Artistes du Globe is a technology enabled spirit of giving. We enable consumers to give extra Acorns to Artists, Producers and Humanitarians using a "tip-jar" system, or

direct giving to their favorite humanitarian when they purchase art. With enjoyment I predict many occasions where some named or anonymous benefactor will deposit a lot of Acorns into some deserving artists Acorn account. We will be forming the Artistes du Globe Foundation to help build the arts and artists with education, filming and market reach scholarships.

You mentioned you have no venture capital, why is that?

This subject goes right at the heart of Artistes du Globe values, strategies and long term philosophy. It's not that we have not spoken to a few venture capitalists. I think that we may not be so well suited for traditional VC thinking with somewhat arbitrary market caps, playing the funding rounds game, and exit strategies. This is a big project with a lot of complexities, and we have accomplished most of it already, so were not a typical angel round, but no revenue yet, we have a prevailing social conscience orientation, and we don't need much money, at least not enough for such a project it appears, and we do not need to dilute ourselves so much and lose control of our destiny. We would rather attract a few private believer/investors or donations of help. Were not typical for mainstream investment.

Another rub involves our revenue philosophy. This whole project is not about Nathalie and I or investors padding our pockets. It is really not at all about the money. It is about investing the resources we had to enabling and prospering the Arts, from Producers, Artists, Teachers, Students, Consumers and Humanitarians with leading edge technologies delivered as a compelling cost effective service that increases market reach and directly benefits the arts. We could pull it off, so we did. We charge \$7 a year to join the community and nothing for the Art-Serve delivery network, \$17 for a professional membership, and there are group memberships, sponsors and

e-commerce memberships. We charge 50 acorns to encode, encrypt and enable Producer content to the network.

We also see much of our revenue going right back into scholarships for art students to work with global interactive instruction and coaching, and for HD filming for the network. It is only going to get better as bandwidth multiplies in coming years.

This industry need and suite of solutions is so compelling, we feel that the Arts will support it, and we will do extraordinary things together. I predict the Art-Serve Network will start slowly, and build over 3-5 years to something substantial. I would love to see the community go viral quickly because that will accelerate everything.

Artists are givers by nature I think, and our way is too giving oriented for traditional investment thinking. People ask about exit strategy. We do not have one. This is for the long term benefit of reaching consumers with diverse art, connecting with artists and industry professionals in conversation and commerce. I cant see selling out to traditional media like Viacom or Time Warner. Maybe Disney or Discovery would continue our values.

When will you be open for business?

Things are mostly working now. We are in late development, about 98% complete - over 800 functions across seven Portals. Artists, Producers, Art Schools, Galleries, Consumers, and Humanitarians can now register themselves. No actual content yet. This was planned. We are on target for Spring 2010. We will have system use videos soon.

We encourage all your readers to sign up for our newsletter.

The logo for Artistes du Globe features the name in a red, elegant, cursive script. The text is arched over a thin red line that forms a partial circle at the bottom.