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**CAPGEMINI UNVEILS DIGITAL MEDIA DELIVERY SERVICE FOR RETAIL,  
TELECOM, CABLE, BROADBAND AND ENTERTAINMENT COMPANIES**

*New Service Projected to Bring Digital Media to Millions of Homes*

**New York (October 19, 2006)** – Capgemini, a global leader in consulting, technology and outsourcing, today released its Digital Media Delivery (DMD) Service, which enables retailers, telecom, cable, broadband and entertainment companies with the approval of content rights holders, to sell and distribute digital content to their customers. The new service enables IP-based commercial retailing of music videos, TV shows and blockbuster movies. Capgemini is teaming with major technology providers to bring this turn-key solution to specific markets. Coupled with its media strategy services, Capgemini can help companies adopt the right approach to succeed in this highly competitive but opportunity-rich space.

“This service equips retailers and broadband service providers with the software, hardware and ongoing services they need to deliver digital content to their customers,” said Tim Bridges, Vice President and Capgemini’s North America Media & Entertainment Practice Lead. “Given the increasing levels of consumer demand for these services—our research shows the Electronic Sell-Through (EST) market for TV and movies is projected to grow from \$312m in 2007 to over \$1.4bn in 2009—the business case for executing now couldn’t be better.”

Retailers, working in concert with content rights holders, can leverage the DMD Service to bundle digital copies of movies, shows and videos with existing media such as DVDs, or create new digital bundles to play on TV’s, PC’s or portable devices. For example, customers purchasing a DVD in-store can then download the digital version from the retailer’s secure website. Capgemini’s research found that up to 40 percent of consumers in an \$18bn market would shift their spend to new video offerings like EST, if made available through a simple user experience. The technology behind these offerings—from the housing of the digital content libraries, to interfaces between the retailers’ physical location and website, to billing and Digital Rights Management (DRM) capabilities—are provided and managed by Capgemini using the same underlying digital platform.

The DMD Service also complements the new networks that telecommunications and cable companies are rolling out. Customers seeking to purchase movies, music and TV shows can use the service's innovative user interface to browse, select and purchase digital content from their broadband provider. In fact, Capgemini found that although five percent of consumers surveyed have downloaded a movie in the past 12 months, 71 percent would be interested in movie downloads if they were able to watch them on TV. Similar to a DMD Service installation for a retailer, the storage and distribution of digital content, payment systems and DRM capabilities are all managed by Capgemini on behalf of its clients.

“The communications industry is scrambling to meet the needs of the increasingly digitally-aware consumer—but it is critical to have the right strategy, technology and partnerships in place first. Otherwise, some companies will find themselves one of the inevitable victims of digital convergence,” warned Bridges.

#### **About the Capgemini Group**

Capgemini, one of the world's foremost providers of Consulting, Technology, and Outsourcing services, has a unique way of working with its clients, which it calls the Collaborative Business Experience. Through commitment of mutual success and the achievement of tangible value, Capgemini helps businesses implement growth strategies, leverage technology and thrive through the power of collaboration. Capgemini employs approximately 60,000 worldwide and reported 2005 global revenues of 6.954 billion euros. More information about individual service lines, offices and research is available at [www.capgemini.com](http://www.capgemini.com).

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