

## Learning from New Models

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By Matt Brunk

The bosses always seem to want to score big hits and they sometimes lose sight of progressive steps and their associated benefits.

Often, we look in the wrong places for benefits and overlook the daily things we take for granted. Several days ago, I reviewed a new business model on content delivery and took it further by discussing it with executives in finance and mortgage, then to some tech folks and lastly with friends and family. Everyone expressed the same opinion and said the concept is great and could readily see the benefits.



The new model that caught my attention is from **TitleMatch Entertainment Group** a subsidiary of Protocall Technologies Incorporated. They've launched the world's first DVD On-Demand system with **CSS Copy-protection**.

Syd Dufton, President of TitleMatch Entertainment Group told me about their new TitleMatch™ system which uses **Sonic Qflix™** and **Macrovision's RipGuard and ACP** content-protection to securely deliver custom manufacturing of premium movie and television titles onto recordable DVD's. Syd pointed out that their onsite delivery of content "levels the playing field between one store and hundreds of stores."

TitleMatch is delivering titles via a kiosk or **e-tailer** distribution model that eliminates the direct cost of goods sold (COGS). For retailers this means little store space, faster to market/to consumer, no costly inventories, and a huge avoidance of returns and obsolete stock- since it's all virtually stored. Then, there are audio books, games, and it seems unlimited for any content under the umbrella of **digital rights management**.

For the **7-11's, WaWa's, Wal-Mart's, Best Buy's, Costco, Cracker Barrels** and numerous small and L-retailers, this is an incredible opportunity of having a huge inventory with minimal store space. Retailers can deliver on demand a DVD movie in less than 10 minutes including the jacket and cover.

Content whatever it is, can be delivered more efficiently with less energy and waste associated with "traditional" methods. Now we couldn't talk about all this without talking about **Apple**, iPods and **iPhones**. Syd also envisions consumers getting their content delivered via their wireless connections. Watching a movie on an iPhone may not be on L-enterprise's list of priorities but for the consumer market getting what they want and when they want, it seems so for those willing to invest \$499 or \$599 in an iPhone. It's hard to swallow that kind of cash for a phone/music-movie player/internet access/gaming device, but thinking back- the same feelings about the iPods were raised then too.

Flattening old models and providing better, faster, cheaper ones like TitleMatch Entertainment has demonstrated should be on everyone's radar. Their solution is greener and it's a win for Hollywood, the retailers and the consumers. Hollywood gets their protection- sells to a wider market and the retailers have a lower cost model while satisfying the needs of their customers. Syd's model is a series of progressive steps and not radical or intrusive by any means. Instead, a close examination of a specific business process that we all take for granted, was rebuilt with a full line of sight giving consideration to everyone in the chain. Thinking about TitleMatch's model makes it easy to vision the applicable wins that we all could use in delivery of IP voice, video or messaging.

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