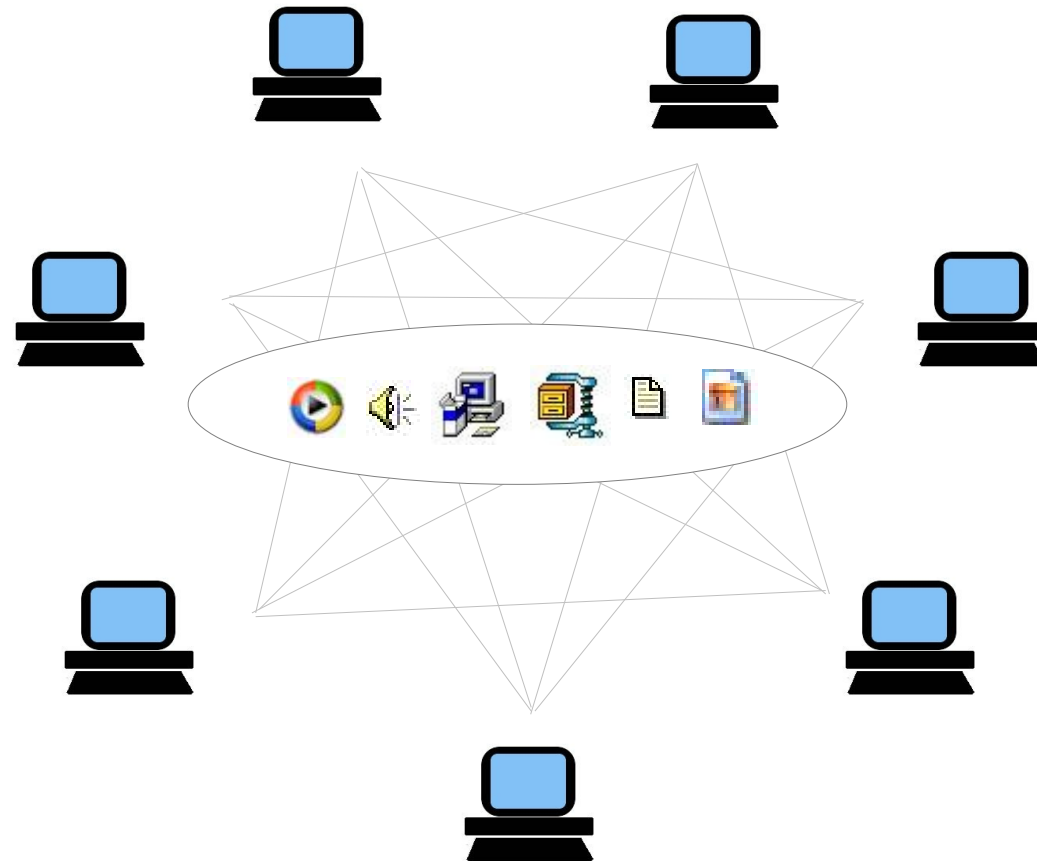


P2MARKET[®]

File-sharing (P2P) Network

All nodes are functionally equal
Each node can download and share files
User need just to install free software



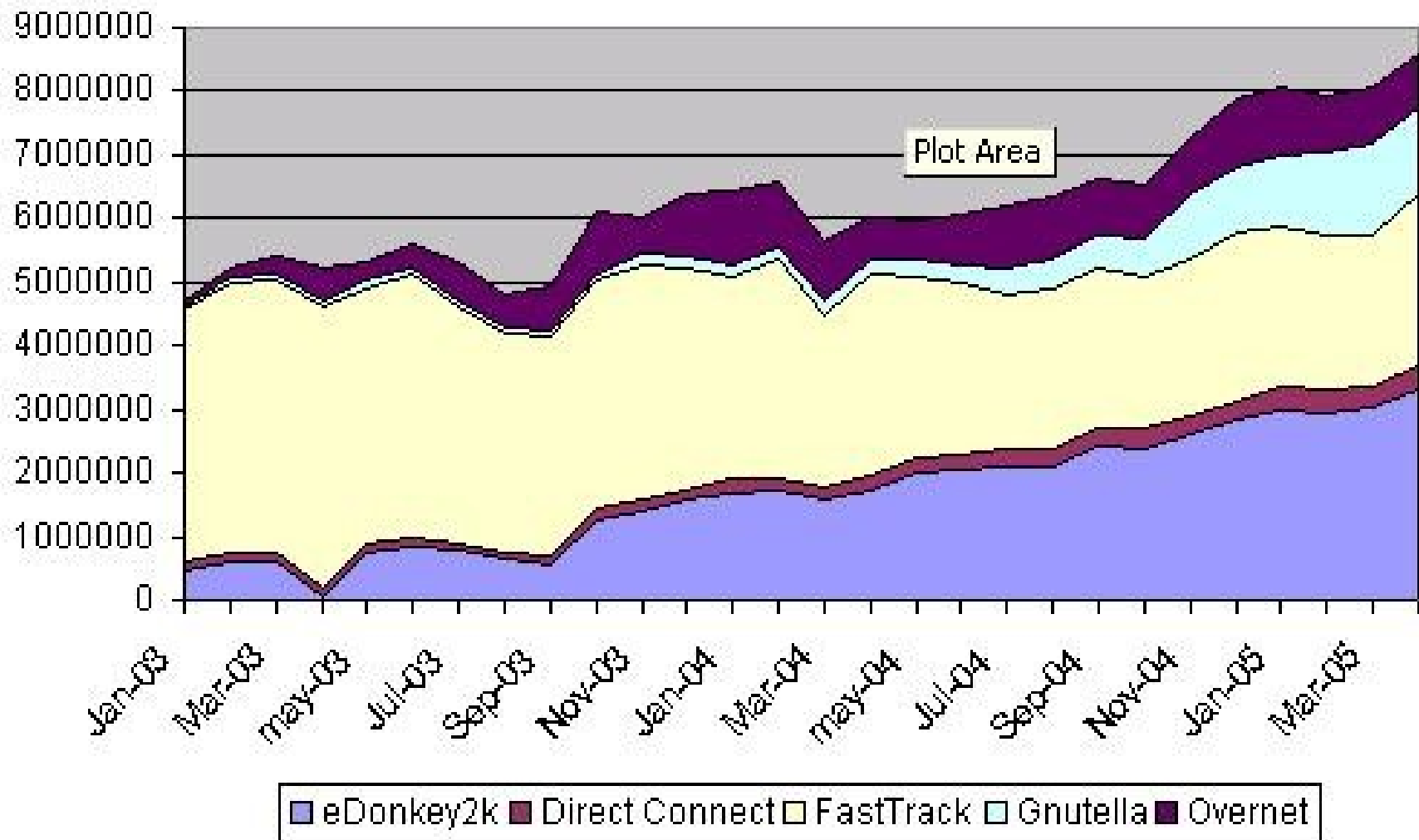
World-wide search by name, type of file etc.
Download from many computers simultaneously
Music, films, software, books – anything is here

More than 80,000,000 Users
4,383,918,151 Songs downloaded in US only

What is P2P

- Distributed network. Powerful. Share work.
- Many participants. Stable. One out is no problem, network is always alive.
- Self-organizing. No expenses. User pays.
- Plenty of files. Select from files of all users.
- Community. Equal partnership.

Members on P2P-networks



SIMULTANEOUSLY ONLINE

FROM : <http://www.slyck.com/news.php?story=763>

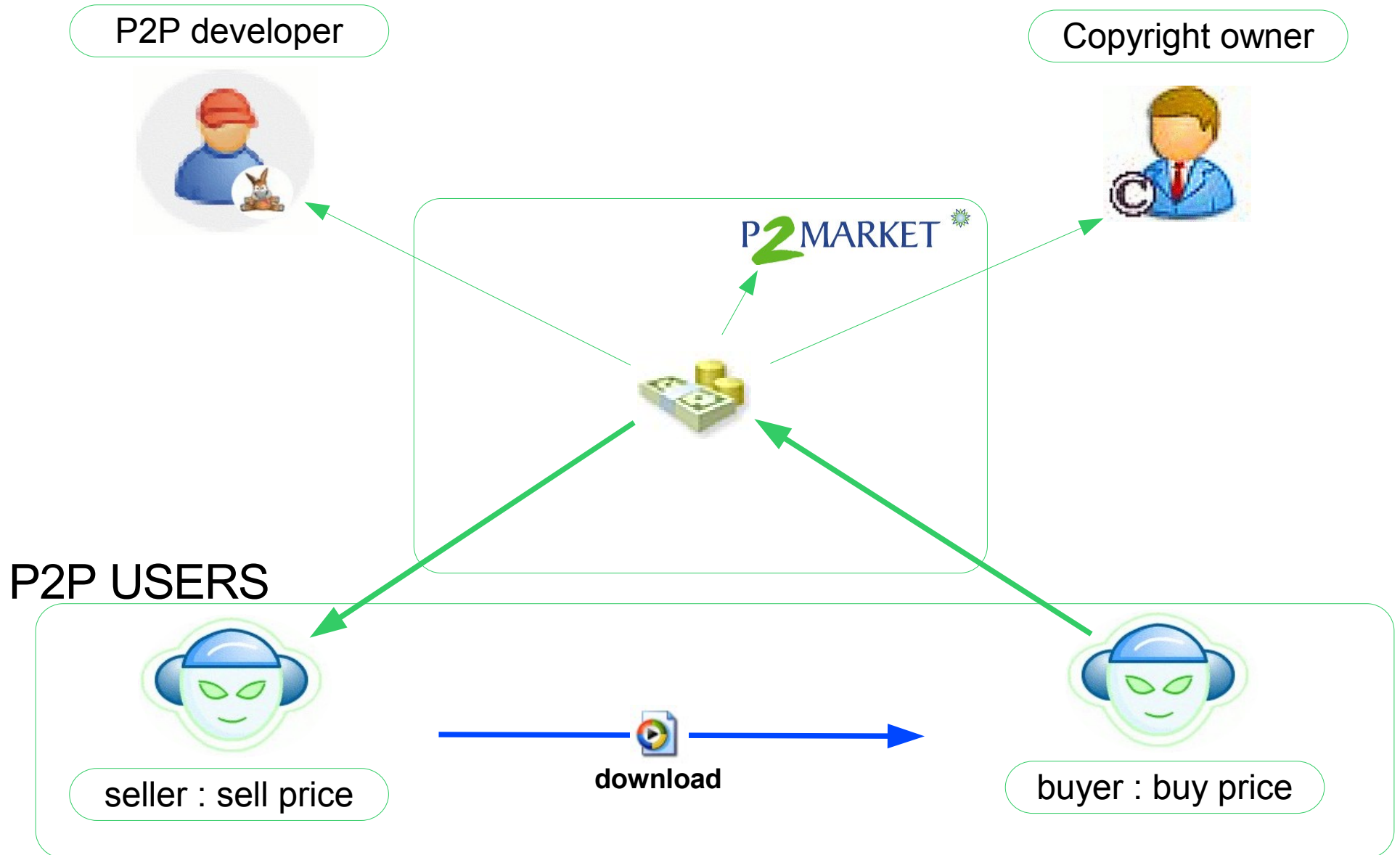
How copyright holders protect themselves

- Suppress, destroy
 - prosecute users and developers
 - arrest servers
- Substitute
 - looks like P2P but is a shop
- Reorganize and legalize
 - marketing model ?
 - technical solution ?

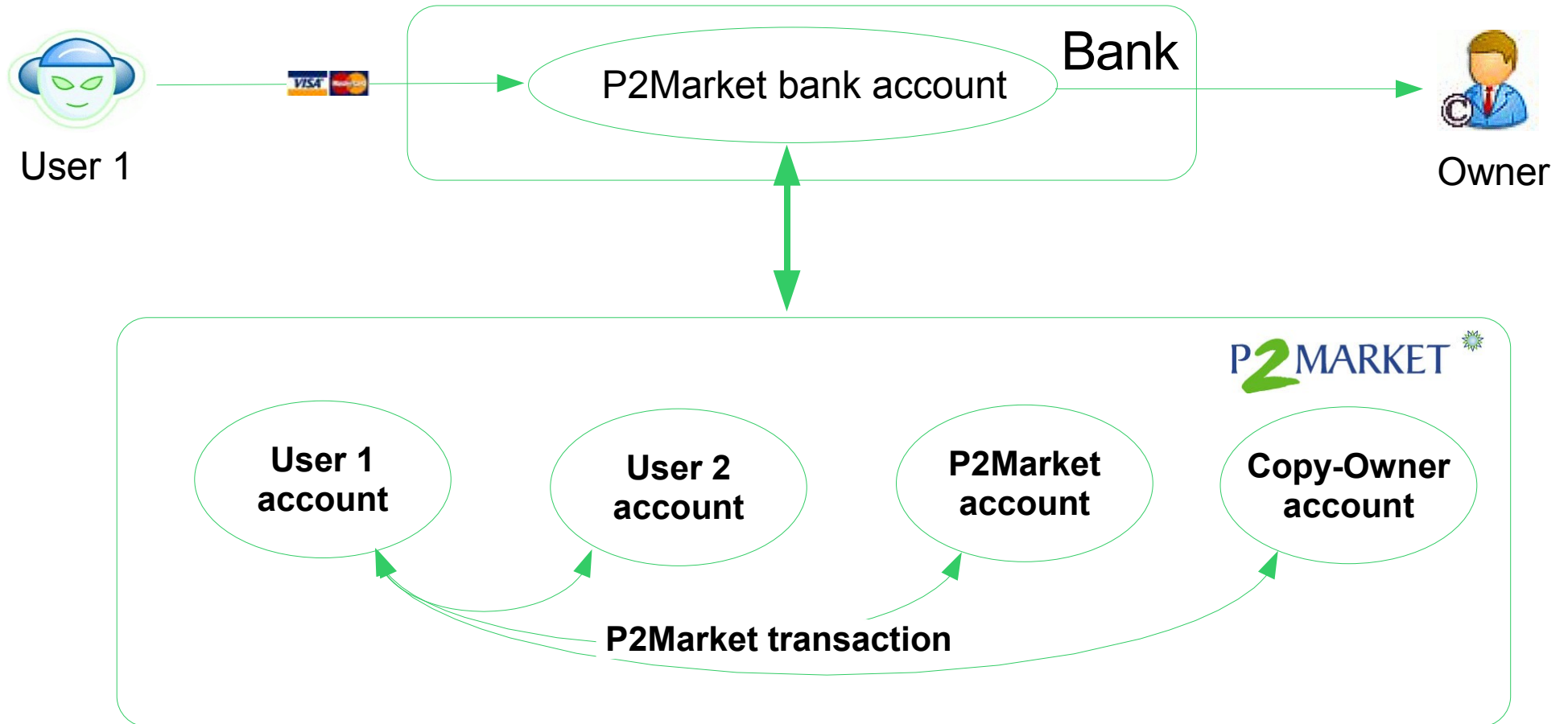
Aims of P2Market

- Include money in turnover
- Interest of copyright owners
- Interest of P2P users
- Interest of P2P developers
- Formula :
 - You download = you buy
 - You share = you sell

P2Market : how it works



Money trace



Shop vs Market

- Shop : user can buy
- Spend money
- Price is fixed
- Bad costs same
- Restrictions
- Limited choice
- Market : buy and sell
- Spend and earn
- Seller sets price
- Bad costs less
- Free to redistribute
- All you can imagine

Copyright-owner advantages

- Earn instead of lose
- Plenty of cheap resellers
- Occupy a new huge market
- No additional costs, start earning now

THE END