

SafeMedia's Peer-To-Peer Disaggregator Technology

Enabling Successful Motion Picture and Music Internet Mass Marketing

SafeMedia technology "P2P Disaggregator" is a unique technology that targets contaminated Peer-To-Peer (P2P) networks. SafeMedia's technology drains the content of contaminated P2P networks making them unappealing to the user. With contaminated P2P networks out of the picture, SafeMedia's approach enables successful mass marketing of copyrighted Internet digital assets such as music, movies, computer games and books and it preserves/enhances their value.

SafeMedia's P2P Disaggregator technology prevents uploading and downloading to contaminated P2P networks alone-- the primary sources of illegal digital file sharing. But at the same time it permits unhampered full user access to all uncontaminated P2P networks, and never invades user privacy.

SafeMedia encourages, and its "P2P Disaggregator" technology allows, the use of uncontaminated P2P networks. It currently permits many that are not contaminated to operate without blocking or interfering with the transmission. For example, open source community P2P networks, Blizzard, P2P streaming networks, VOIP; Skype, P2PTV, P2P radio and so many other uncontaminated P2P networks will operate freely when using "P2P Disaggregator" technology.

SafeMedia encourages the use of P2P technology, but discourages and blocks the application of this technology when it is used to contaminated P2P networks and used for digital piracy.

SafeMedia defines a contaminated P2P network as a contaminated virtual network with the following characteristics:

1. A P2P contaminated networks consist of many public peers who have distributed contents.
2. Contaminated networks allow all peers to be active nodes on the network.
3. Contaminated network use the peer-owned network to pass free riding traffic to other peers on the contaminated network
4. Contaminated networks allow uploads as well as downloads to/from other peers.
5. Contaminated networks vary in size and content depending on the number and quality of nodes logged into it.
6. Contaminated networks have tainted or illegal content. The distributed contents contain copyrighted infringing digital files.
7. Contaminated networks do not have any measures to control the content on the network or on the peers' content.

SafeMedia defines uncontaminated P2P networks as ***virtual*** uncontaminated network with the following characteristics:

1. Uncontaminated P2P networks are a group of peers who have distributed content.
2. The number and quality of all peers are defined and controlled by the provider of the uncontaminated P2P network.
3. A user can connect to an uncontaminated P2P network as a “client,” not as a “peer”.
4. The content offered in uncontaminated P2P network is controlled by the owner of the P2P network.
5. Uncontaminated P2P networks do not allow clients to upload content, but rather only allow downloads from the distributed contents on its own peers.
6. Uncontaminated P2P networks may use the client-owned network bandwidth to transmit to other peers or clients.
7. Uncontaminated P2P networks contain only legal digital contents approved for distribution by copyright holders.

Peer-To-Peer Disaggregator technology achieves copyright holders’ objectives to protect their assets especially in the Music, Movie, and TV industry. By preventing upload and download to contaminated P2P networks, the networks lose their content, become incapable of growing, lose their appeal, and are eliminated as a source of illegally obtained files.

SafeMedia’s objective is achieved when the contaminated networks are gone. By achieving this objective, SafeMedia empowers the music industry and the film/TV Studio’s successful mass marketing of copyrighted Internet assets in a manner that preserves/enhances their value.