

Content eXchange (CONX).

International Carrier Sales & Solutions (ICSS)

Life is for sharing.



New
Media

The best way to participate in the growing content business.

According to all growth indices and research reports, a vast market is developing around online entertainment and digital content. Especially the online video audience and its willingness to consume and purchase videos via the Internet are expected to grow exponentially. At the same time, the growing content market is getting more crowded and increasingly complex.

Numerous content suppliers produce videos and other types of content in various formats for different target groups and want to have them delivered via multiple distribution channels and devices. This huge complexity requires an automated, lean way of selling and buying content online.

Welcome to ICSS's content exchange platform – CONX.

CONX is a global, compelling marketplace for audiovisual content. The web-based platform for professional content trading allows you as a content or media provider to offer your programs, films, documentaries, and other video formats to buyers such as ISPs or other content resellers looking for attractive high-quality content for their own distribution channels and target customers.

Simplified operations between content owners and distributors.

CONX provides a secure, straightforward online environment that simplifies the operations between professional content owners and buyers from licensing issues to pricing negotiations. Easy access, reduced costs, efficient transactions, and a wide range of tools and services to participate in an international marketplace conceived for multiple content offerings and content distribution on a global scale.

Key benefits for content buyers or resellers:

- Easily search and preview a wide range of content online
- Retrieve content for your individual requirements
- Enhance your offering in the most convenient, efficient way
- Discover new content quickly from wherever you are
- Check available licenses and conditions online

- Adapt your conditions and terms online
- Eliminate lengthy negotiations using standardized terms and conditions
- Use recently licensed content immediately for your distribution channels
- Reduce your transaction costs

Key benefits for content owners:

- Profit from an efficient, rapid way to bring your content to the market
- Extend the reach of your marketing and sales activities
- Stay in control of your licensing processes and conditions
- Leverage the potential of additional distribution channels
- Take advantage of reduced transaction costs
- Manage metadata and content rights for all assets online
- Get complete transparency of your revenue generation

How to register with the CONX platform:

- Visit the ICSS website or surf directly to www.deutschetelekom.com/conx
- Register with CONX using your company information
- The CONX team will contact you during the next 48 hours and introduce you to the exchange
- Accept the terms and conditions and immediately start selling/buying content on CONX

Content eXchange simplifies transactions between content producers and buyers

License suppliers

- Film studios
- Production houses
- Independent producers
- Distributors
- Archives
- TV broadcasters

Content eXchange (CONX)

Provides tools and services to participate in an international web-based marketplace for audiovisual content



Professional buyers

- Fixed network operators
- ISPs
- Cable operators
- TV and IPTV channels
- Publishing houses
- VoD stores
- Mobile portals
- Agencies

Marketing

Sales

Delivery

Billing

For further information, see
www.telekom-icss.com

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