

## Online Content Distribution™

Through the partnership of AP Technologies and New World Digital Entertainment, New World announces the launch of Online Content Distribution™ (OCD), a platform which revolutionizes the entertainment industry. This platform combines the ability to drive information and sell products directly to a user's computer desktop with the additional option of mobile notification. Through the OCD application, you can offer multiple levels of content distribution such as

- Free to consumer media seeding
- Captured data for future marketing and sales programs
- Geographic profiling of consumers
- Sale of upgraded quality content (digital download)
- Physical merchandise
- Fan club participatory VIP opportunities

Past and present clients:



## marketing

CONNECTING & COMMUNICATING  
WITH YOUR TARGET AUDIENCE

## MARKETING ONLINE CONTENT DISTRIBUTION™

## Take your marketing to the next level

**Sell tickets to events**

**Track and monitor consumer preferences and interests**

**Provide updated event sales information**

**Offer presale merchandise for upcoming events**

**Share your latest news as soon as it happens**

**Remind fans of upcoming events**

**The possibilities are endless!**

Online Content Distribution is designed to assist entertainment artists in directly connecting with their fan base. It was designed based on the platform developed by Sudjam and Trent Reznor, of Nine Inch Nails, for the release of the Ghosts album.



With this platform, Trent Reznor was to generate \$2.1 million in revenue within one week as well as grow the Nine Inch Nails database by over a half million names.

**Contact New World today.**