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## Rich content on secure email

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A TECHNOLOGY mastermind has launched a new venture to distribute instant audio, video, graphics and text services or marketing messages via email.

Trusted Media Networks promises to provide a safe, secure and private way for digital content providers to deliver rich media over the internet, independently of network connectivity or congestion.

Alan Lippman, the former chief engineer for digital media integrator RealNetworks, and one of the creators of Real Player, founded Trusted Media Networks after nearly two years of development.

Mr Lippman said the company's emergence was driven by demand from advertisers and web publishers for an alternative rich media delivery platform, unlike streaming, which was easily accessible, measurable and undistruptive.

"We saw a need for an enhanced delivery solution for rich media that is perpendicular to streaming," Mr Lippman said.

"Often users know in advance what content they want and prefer to view it when it's convenient."

He said the company's delivery worked in the background of any internet connection, providing users with full operability during delivery to their email, and the choice to view content at a later time.

Although the 17-person company has yet to land a large media customer, it says anyone who uses voice or visuals to deliver content or convey a message will benefit from the TrustCast system.

According to Mr Lippman, online sports, travel agents or service providers, entertainment, direct marketing, distance education and retail, were some of the areas that could benefit from the new media distribution process.

Paul Palumbo, an analyst at AccuStream iMedia Research, said the growing use of rich media content across a variety of business applications requires innovative ways to deliver content.

Mr Palumbo said Trusted Media Networks' delivery is designed to enable users to view multimedia content in a non-real-time environment, which will benefit advertisers and agencies.

"If a user has an internet connection, the delivery of television-quality audio and video is an option when deploying solutions," he said.

Trusted Media is not the first company to deliver this kind of technology. ESPN.com, for example, has been promoting a service called Motion, which provides sports videos to customers who download a piece of software.

The software obtains the video clips directly from ESPN.com servers and stores them on an individual's hard drive.

According to Jupiter Research, 64 per cent of marketing executives plan to run online video ads in the next 12 months, up from 38 per cent who reported running such ads in the previous 12 months.