



Powering the Business of Information

## Press Information

Michelle Rowley  
eMeta Corporation  
(800) 804-0103, ext 141  
mrowley@emeta.com  
[www.emeta.com](http://www.emeta.com)

John Carter  
FitzGerald Communications  
(617) 585-2218  
jcarter@fitzgerald.com

### eMeta Offers Award-Winning eRights Suite as Managed Service

*eRightsWEB Offers the Power of Industry's Leading Solution for Maximizing Revenue From Digital Assets in an Outsourced Model*

**NEW YORK – Aug. 12, 2003** – eMeta Corporation, the leading provider of software that maximizes the value of digital assets and services, today launched eRightsWEB, a secure hosted version of its award-winning eRights Suite. For the first time, the powerful content protection and commercialization features of the eRights Suite are available through an application service provider (ASP) model at a low cost of entry. eRightsWEB enables publishers to rapidly use and profit from the industry's most widely-adopted content commercialization software.

With eRightsWEB, publishers can create, control and commercialize web-based content securely and profitably. As a managed solution, eRightsWEB is fast to deploy, requires little initial capital outlay, and supports many business models including subscriptions, pay-per-view, pay-per-click, gifts, free trials, micropayments, promotions and special offers.

"It 's looking like the ASP model could redefine itself as a valuable avenue for online publishing companies seeking to benefit from industry-leading technologies," stated Mike McGuire, research director for GartnerG2. "In reality, online publishing and subscription management are still at the early stages of development, so publishers from small individual publications to media conglomerates with multiple publications and properties can take advantage of the benefits of the technology without having to actually invest in the equipment."

eRightsWEB allows publishers to own and manage their content, customer experience and data. eRightsWEB's customer-facing pages are completely customizable to mirror the publisher's site navigation and "look and feel" for a seamless customer experience. Minimal changes are required to a publisher's systems, as content continues to reside on its web servers.

“For the first time, content providers of all sizes and business models have access to a low entry-cost ASP solution for content commercialization that doesn’t cut back on functionality or hold customer data hostage,” said Jonathan Lewin, CEO of eMeta. “With the installation of eRights*WEB*, content sites can immediately take advantage of a hosted, reliable and scalable commerce system located at a first class Internet data center.”

###

### **About eMeta Corporation**

eMeta is a leading provider of software that maximizes the value of digital assets and services. eMeta’s eRights Suite provides security and commerce features that enable businesses to create sophisticated licensing models, mapped to complex customer bases, that maximize revenue generation from online assets. One of Deloitte & Touche’s Rising Stars, eMeta counts Thomson Financial, Celera Genomics, The McGraw-Hill Companies, New York Times Digital, and many other globally recognized companies as clients. Founded in 1998, eMeta is headquartered in New York. For additional information about eMeta and its eRights platform, please visit [www.emeta.com](http://www.emeta.com) or telephone (800) 804-0103.