

## **Telecom Argentina Selects BuyDRM's KeyOS Platform to Support Their Digital Rights Management Needs**

AUSTIN, Texas, January 4, 2008 -- BuyDRM™, a media services innovator, helping companies market, monetize and monitor pay media content has been selected by Telecom Argentina, one of the two main telecommunications operators of Argentina.

The Argentinean company will integrate the KeyOS Pay Media Platform with support for Digital Rights Management into the IRIS ONLINE media management service.

This deployment of KeyOS into the Telecom Argentina IRIS ONLINE media management service will be unique in their local media space and will provide Telecom Argentina's customers a fully branded, white-label DRM experience, that is easy to deploy and will provide a virtually seamless pay media services offering.

As a Multimedia Content Delivery Service Provider, Telecom Argentina's National Wholesale Division helps Argentinean Media and Productions companies in the Latin American region deliver their own content to the increasing number of global broadband Internet users using the IRIS ONLINE media management service.

Sergio Galban, Telecom Argentina's Director of National Wholesale Division, said "we have the first, unique and full feature Content Delivery Platform integrated with BuyDRM's KeyOS world class Pay Media Platform and we foresee a growing market for Content Delivery and DRM Services in the Latin American marketplace."

Christopher Levy, BuyDRM's CEO and Founder, said "We are excited by the opportunity to provide our pay media services to Telecom Argentina and the exploding Latin American market and together we possess the necessary tools to support the growing demand for Online and Mobile content."

The new combined offering is set to be launched in late Q4 '07 and will allow Telecom Argentina's customers to securely Market, Monetize and Monitor their pay media audio and video files in 5 distinct business models including, Pay-Per-View, Subscription, Token, Ad-Supported Marketing and Silent Monitoring. With the launch of the Microsoft PlayReady DRM technology for SilverLight in early '08 Telecom Argentina's offering will extend to include the secure delivery of games, images and ringtones and a wider range of audio and video codecs including, WMA/WMV, AAC and H.264.

## About BuyDRM

BuyDRM, a division of Austin, Texas based NFA Group Inc., was founded in 2001 to meet the needs of the rapidly expanding pay media industry. Its flagship product KeyOS is offered as both a service and solution, representing extensive research, development and practical use in deploying commercial digital rights management technologies. BuyDRM is a preeminent provider of Microsoft DRM technology and a featured Microsoft Partner, with more than 150 customers in the entertainment, enterprise and education industries. BuyDRM's founder and CEO, Christopher Levy, is a three-time recipient of the Microsoft MVP award for Digital Media with a focus on DRM. His blog about DRM is located at <http://thedrmblog.com>.

For more information please visit <http://www.buydrm.com>

## About Telecom Argentina

Founded in 1990, Telecom Argentina is the leading telecommunications group in Argentina, where it offers directly or through its controlled subsidiaries local and long distance fixed-line telephony, cellular, data transmission and Internet services, among other services such as ICT solutions, data center, video transport and multimedia content delivery. Additionally, through a controlled subsidiary, the Telecom Group offers cellular services in Paraguay.

For more information on IRIS Services please visit <http://www.telecom.com.ar/iris>

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