



Derek Broes Receives DCIA Founder's Award Presentation Accepted at P2P MEDIA SUMMIT LA

Santa Monica, CA – June 11, 2007 – The Distributed Computing Industry Association (www.DCIA.info), a trade organization with one-hundred (100) Member companies representing peer-to-peer (P2P) software providers, content rights holders, and service-and-support companies, announced today that Derek Broes is the recipient of the DCIA Founder's Award.

The award was presented during a special ceremony today to Derek Broes, Senior Vice President of Digital Entertainment for Paramount Pictures, at the second annual P2P MEDIA SUMMIT LA.

"The DCIA Founder's Award is presented to Derek Broes both for establishing the Distributed Computing Standards Coalition (DCSC), our immediate predecessor organization, and also for his strategic vision in foreseeing the value of a trade association to serve the needs of P2P technology developers and associated entities in our emerging high-growth industry," said DCIA CEO Marty Lafferty in making the award.

"Through his early research on the potential of P2P technologies to provide not only the most efficient but also potentially the most secure methodologies for distributing high-value information and entertainment content, including motion pictures, television programs, videos, music, games, and software, Derek is to be given our highest commendation. Far in advance of industry observers and participants, he foresaw the revolutionary impact of distributed file-sharing services, and took the first steps to bring together affected parties in the technology and entertainment sectors to develop necessary solutions. Derek was the first to coin the phrases "P2PTV" and "social broadcasting," which have now become our most explosive and highest-potential phenomena to date. It is a privilege and a pleasure for the DCIA to respectfully acknowledge our unique relationship with this true industry visionary."

"I am grateful for the continued work of the DCIA under Marty's leadership and I appreciate this recognition," said Derek Broes.

"After my first of multiple hearings before Congressional committees on the 'evils' of P2P technology, I quickly understood that there was an incredible lack of understanding of its potential. It was the social broadcasting actions of the users that concerned copyright owners, but with more than 400 million global users of P2P technology in 2002, the technology itself was a much easier target. I wanted to make sure that we did not outlaw a technology that had the potential of becoming a powerful tool in the distribution of all digital assets. It's very exciting to see the growth of legal P2P companies such as Joost and BitTorrent as this validates DCIA's efforts. The DCIA's work is more important than ever."

The P2P MEDIA SUMMIT LA featured keynotes from top P2P software distributors, panels of industry leaders, a luncheon session, and networking cocktail reception with live entertainment.

About the DCIA

The Distributed Computing Industry Association (DCIA) is a non-profit trade organization focused on commercial development of peer-to-peer (P2P) file sharing and related distributed computing technologies.

DCIA Membership is organized into three Groups: Content, Operations, and Platform. The DCIA conducts working groups and special projects, such as the Consumer Disclosures Working Group (CDWG), P2P Digital Watermark Working Group (PDWG), P2P PATROL, and the P2P Revenue Engine (P2PRE). It also publishes the weekly online newsletter DCINFO.

About Derek Broes



Derek Broes is Senior Vice President of Worldwide Business Development for Digital Entertainment at Paramount Pictures. Prior to joining Paramount in December of 2006, he served as Senior Director of Global Wireless Strategy and Business Development at Microsoft. Derek also served as Director of Strategy for Windows. At Microsoft, Derek was recognized as a passionate and thoughtful leader garnering the respect of business and engineering leaders alike.

Prior to Microsoft, he was the Executive Vice President at Altnet where he worked closely with Niklas Zennström and Janus Friis (founders of Skype and Joost) to prove the commercial viability of content distribution using Kazaa and Altnet's technology. Derek has been at the forefront of media and technology for more than a decade and is nationally recognized as an influential leader in the film and high-tech industries. Prior to Altnet, Derek was an entrepreneur of successful media and technology companies, including the post-production feature-film industry's first all-digital post-production sound design and editing facility, located in Burbank, CA. He was appointed as Executive Vice President for the world's largest streaming media aggregator and later as Chairman & Chief Executive Officer of a digital media security company.

Derek also helped pioneer the development of key technologies used by content rights holders in preventing copyright infringement of music and films being redistributed through the Internet's P2P communities. Derek's passion for community-based technology led him to lead the largest commercial P2P company. He has testified before multiple Congressional committees on the potential of social broadcasting technologies.

Derek started his career in Los Angeles, where he spearheaded a production company called Goodbro Pictures with Hollywood star and partner Cuba Gooding Jr. Derek was Gooding's personal manager and later executive producer. He worked with Gooding through several critically acclaimed and successful films, including the popular "Jerry Maguire," for which Gooding earned an Academy Award.

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