

Digital Rights Management (DRM)

Strategies for Rich Media Content



Digital Rights Management

report overview

Digital content delivery, content protection, intellectual property rights and distribution management, and a secure, attractive transaction mechanism are the main challenges in today's digital market.

The music industry has been the highest-profile talking point of the digital debate, partly because the visible parts of the business model – select, pay for, and download three or four-minute pop songs – appear to be so simple. Along with SMS (Short Message Service), MMS (Multimedia Messaging Service) and email, it is the proverbial killer application, but it is one that has shaken an industry to its core. Not only do the Internet and other interconnected information networks provide unprecedented means to access and share content beyond geographical boundaries and time constraints, they also provide an unprecedented means to discuss it and to share information about what is going on.

This briefing document brings together the essential elements of the digital rights debate providing a balanced review and analysis for players operating in the sector.

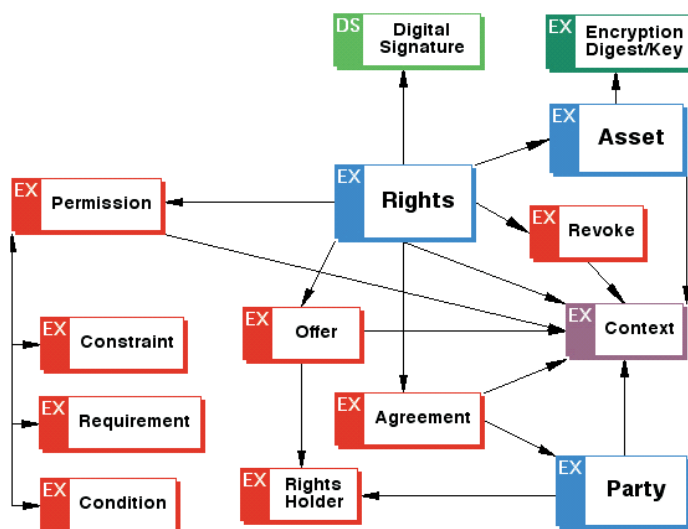
organisations included

4C Entity, AACIS, AMD, AOL, Apple, BDA, Beep Science SA, Bluetooth, Buongiorno, CFFORUM, ContentGuard, CoreMedia AG, Creative Commons, DMD Secure, Dolby, elata, EMI, ETNO, Guardian, Hewlett-Packard, IBM, Intel, Intertrust, ISMA, LG Electronics, Loudeye, Macrovision, Microsoft, Motorola, Movielink, MPEG, MUDDA, Napster, Nokia, Noodle Heaven, OASIS, OD2, OeB, OMA, Open Mobile Alliance, Orange, Overdrive Inc, Panasonic, Philips, Realnetworks, Reciprocal, Reuters, Roxio, Samsung, SMPTE, Sony, Sseyo, Symbian, Tao Group, Time Warner, TiVO, Toshiba, Trusted Computing Group, TV-Anytime, VeriSign, Vitaminic, Vivendi Universal, Web Services Interoperability Organisation, World Wide Web Consortium.

about the author

Chris Middleton is a widely respected journalist, author, and editor specializing in digital media, intellectual property, and technology. Formerly the editor of the UK's most successful business-to-business technology monthly, Computer Business Review, and formerly deputy editor of the UK's Computing newspaper, Chris has written for a number of national and international publications, including The Guardian newspaper, and the BBC's Tomorrow's World, together with dozens of business magazines. He is the author of the illustrated book The Complete Guide to Digital Audio (A Comprehensive Introduction to Digital Music-Making and Sound), published worldwide in 2004 to extremely positive reviews, and has edited, co-written, or contributed to over 20 books on the digital arts, published by companies such as Dorling Kindersley, Mitchell Beazley, Cassell Illustrated, Watson Guptill, and Amphoto Books. He lives and works in Brighton, UK, where he also writes and produces music for films and videos.

The Basic Open Digital Rights Language (ODRL) Scheme



Our reports are rich in tabular and graphical analysis, and comprehensively cover each issue from a technical, business and commercial point of view.

1. The Context of DRM

How Free Downloads Defined A Market

- ▶ Setting the scene
- ▶ The content delivery matrix - Carriers, Operators, Enterprise customers, Service providers & broadcasters, Content owners, content providers, Publishers, Licensors, Consumers.
- ▶ Apple, Windows Media & the music phenomenon - iPod, Media players.
- ▶ File format wars.
- ▶ Business and the file sharing culture - Fair use and file sharing, Digital licensing, UCITA, Podcasting, If the lawsuit fits, Blu-ray disks, Creative Commons.

2. DRM Technologies & Challenges

What is Digital Rights Management?

- ▶ What are trusted systems?
- ▶ Context: Fatal tensions in DRM-enabled publishing markets.
- ▶ Metadata - data about data.
- ▶ Interoperable DRM - Obstacles to Global DRM interoperability.

DRM Models

What are trusted systems?

- ▶ Current DRM models and the move towards interoperability - Forward & time locking, Rules based associations, ContentGuard ownership, Intellectual property rights, Time limited or usage limited, Next generation DRM technology, Data description and sharing: XML, XrML, ODRL and MPEG-21 REL, The two main RELs being discussed and developed, MPEG-21 REL (Motion Picture Experts Group Rights Expression Language), ODRL (Open Digital Rights Language).
- ▶ ETNO & the European Commission's view on DRM interoperability.
- ▶ Technology & business: Achieving

interoperable DRM.

- ▶ DRM's prime movers: Next generation DRM in the digital home, Next generation DRM in the mobile environment.

Business and Technology

- ▶ Standards bodies relevant to DRM - MPEG, OASIS, CRF, OeBF, TV-Anytime, SMPTE, WS-1, ISMA, W3C, 4C Entity, 5C Entity, AACLS LA.

3. The Digital Home

New Alliances and Market Opportunities

- ▶ Unit shifting and bit shifting.
- ▶ The emergence of Ebo units.
- ▶ Technology providers and media giants.
- ▶ Two environments emerge.
- ▶ The digital home and the major players
- ▶ AACLS LA - AACLS LA ecosystem, Usage scenarios on the digital home, A union of convenience? Agreed specifications - what these mean in practise.
- ▶ The politics of profit.
- ▶ Microsoft, Janus and AACLS LA
- ▶ Next generation optical media - Blu-Ray disk association, DVD-9, HD-DVD.
- ▶ Macrovision CDS300 system.
- ▶ Back to the on/off future.
- ▶ Other market forces in the digital home - Video on demand; Multiplayer online gaming.
- ▶ Enterprise DRM vendor strategies: Microsoft, Intertrust, ContentGuard, RealNetworks, Intertrust NEMO, The Coral Consortium, RealNetworks.
- ▶ Microsoft based DRM managed service providers.
- ▶ The Digital Home: New DRM enabled business opportunities - New content, AACLS LA implications, Convergence of content types, Convergence of content creation and consumption, MUDDA and Brightskies, Java application rental.

4. DRM and the Mobile Environment

The OMA, ODRL, and New Business Models for Superdistribution

- ▶ OMA
- ▶ OMA Mobile specifications - Web services, Mobile locations protocol.
- ▶ Superdistribution and viral marketing.
- ▶ Superdistribution and mobile games.
- ▶ Virtual shrinkwrapping.
- ▶ Selected mobile DRM and related companies - CoreMedia, Elata, Buongiorno, DMDSecure.

The Mobile Environment

- ▶ The content delivery matrix - Carriers.
- ▶ New DRM enabled business opportunities, New Content - Mobile Java™, Personalised Java™ applications, Java™ application rental, Forbidden Technologies' FORscene SDC and Java™ DRM.
- ▶ Digital radio, Internet radio, Location based services, Biometric DRM.

Stop Press

- ▶ Windows media on Nokia phones.

5. Selected Market Size Data and Forecasts

DRM

- ▶ Games (Console/ PC/ Online/ Wireless).
- ▶ Mobile games, Mobile music, Mobile ringtones (mono & polyphonic), Recorded music, Downloaded music.
- ▶ PC software.
- ▶ VoD (Video on Demand).

101 Pages

our background

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