Human Factors of DRM

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Introduction of INDICARE

- European Commission funded
- eContent programme
- 2 years (March 2004 – February 2006)
- Foster dialog between different parties
  - Academia
  - Industry stakeholders
  - Legislation
  - Consumers
Project partners

- Approach – multidisciplinary
- 4 fields – 4 partners
  - Institute for Technology Assessment and System Analysis – Forschungszentrum Karlsruhe
  - Berlecon Research GmbH – Berlin
  - Institute for Information Law (IViR) – University of Amsterdam
  - Budapest University of Technology and Economics – Department of Measurement and Information Systems – SEARCH Laboratory
Instruments

- Electronic discussion forum, articles, newsletter
- Five thematic workshops
  - E-Payment and DRM for Digital Content – 3 February 2005, Budapest
  - Fair DRM Use – 28 May 2005, Amsterdam
  - DRM in Public Science – 8 December 2005, Brussels
  - Human Factors of DRM – 19 January 2006, Budapest
- State of the art reports, publications for specifically targeted audiences (Policy papers, User guide, Consumer guide)
- Consumer surveys
Consumer in focus

- DRM not motivated by consumer needs
- Industry enforcing too strong restrictions
- Cross-border legislative difficulties
- Lack of interoperability, proprietary systems increase consumer distrust
- Therefore: better understanding of consumer expectations is required
- INDICARE connects stakeholders of DRM
Human factors

- We have different tastes, and everyone expects her taste to be satisfied
- We cannot be considered as economically rational, but we vote with our wallets
- Most of us are not educated in the law, but we all have a feeling on “fair”
- There are certain groups with special interests (e.g. disabled)
- We have our own initiatives
From acceptance to success

- Ever growing market for digital content
- New opportunities arise
- New technologies and solutions needed
- Consumers vote with their wallets
- Only consumer-centric business models can win
Ready for more?

- Consumer Surveys
- Accessibility
- Content Providers’ Experience
- Consumer Rights
- Consumer Initiatives