The Money Factor

Presentation for the 5th INDICARE Workshop on the Human Factors of DRM, January 19th, 2006

Martin Springer
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Tying the Device to the Service
Cost of Distribution Rights

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SELECTED BY BOSE
Motivation of Content Providers

- By controlling downstream resources (e.g. the End-user Device), Content Providers can exert market power along the value chain.

- DRM is used as a weapon not against copyright infringers but against market rivals.

- Existing DRM schemes discourage certain Media Usages (e.g. the sharing of Content)
Benefits of DRM standards

- Content Providers, Service Providers
  - Reduce the cost of the technology needed to control content distribution value-chains
- Chip Manufacturers, CE Manufacturers
  - Include patented core technologies into the standards
What can we do?
Redefine DRM

● **Objective**
  - Create a standard for DRM that is acceptable for consumers and rights holders
  - Evolution in the hands of all Digital Media Users instead of a few monopolists

● **Result**
  - Free Market for Digital Media Business Models
  - Example: business relationship between consumer and his favourite soccer team
The DMP Process – http://www.dmpf.org

- Ask people to state their needs
- From the needs derive Functions
- Derive requirements for the Functions
  - User requirements
  - Functional requirements
- Identify prominent use cases
- Issue Call for Proposals for technologies
- Select component technologies (Tools)
- Develop specifications in phases
Toolkit standard for DRM

- A toolkit standard is
  - A standard specifying component technologies (tools)
  - Users build solutions picking the tools they need

- Benefits of a toolkit standard
  - Value-chains are implemented as combinations of tools
  - Reduced technology cost because tools
    - Are provided by multiple suppliers
    - Can be re-used in different value-chains
  - Interoperability is provided at tool level
DMP

Traditional Rights and Usages

- Privacy
- Freedom to select
  - the Network Provider
  - the Service Provider
  - the Service
  - the Content
  - the Device
  - the License
  - the Business-Model
- Continuous access
- Freedom to use
  - space shift
  - time shift
  - fair use (e.g., quote, private copy)
  - edit, modify
  - lend
  - publish
Disclaimer

- DMP does not claim that an established TRU necessarily implies a *right* of a user to a particular use of digital media
- DMP claims that, if consumers have found a particular use advantageous in the analogue domain they are probably interested to continue exercising that use in the digital domain as well
  - Not necessarily for free 😊
  - Governments could mandate that certain TRUs will be supported
Bilateral or multilateral license agreements

- Users can negotiate Rights
  - Bi-directional REL (Alapan Arnab, Andrew Hutchison)
  - Rights Offices (Nicholas Bentley)

- Licenses can contain service level agreements
  - e.g. quality conditions and penalties

- License terms remain confidential
  - e.g. price, type of use, method of payment
  - pseudonymous exchange of content
Decentralize Taste

- Many independent Content Producers (Users) can offer their Content on TV
  - employing business-models and licensing schemes of their choice.
- End-users will spend less time receiving commercial television Services and more time receiving non-commercial content
  - (like e.g. alternative news programmes and video blogs).
- Interoperable DRM could create a “Free Market” for television business-models.
Will the industry accept DMP DRM as a standard?

- Will the same Digital Media environment support “business model islands” and a “free market” for alternative content, services and license schemes?
- Will TV become as free as the Internet or will the content be heavily censored by the industry or by governments?
- Will consumers be able to find and select alternative content and services with their remote controls?
- Will consumers vote “with their wallets” for services which support privacy and End-user rights?
Thank you