Need for a better understanding of consumer expectations

What could we learn today?

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What I take home

- Interesting survey results
- Accessibility problems yet to solve
- View of content providers
- Legal and contractual terms
  - Consumer rights are far from fair use
- Consumer initiatives
Bad reputation for DRM

SONY BMG Saga
- Raised high media coverage
- Highlighted dangers of technical protections
- Strongly hit the whole DRM world

VodafoneLive!
- Bad communication towards users
- Users are unaware
- Won’t go to court for $2
What consumer surveys tell

- Interesting facts
  - Physical media habits – expected allowed in the electronic world too
  - Strong preference of ownership and long term usage
  - Piracy habits – not only P2P is the evil
  - 2/3 could not buy what they wanted
    - If yes, it was inconvenient
  - Older users spend more money on downloading
  - Video is different from music

- “Feeling of fair use” vs. law and contracts
Is DRM needed at all?

- It is clear:
  - Relying on people to respect copyright law is not going to work
  - Consumers use blank media at large for copying copyrighted material
    - perhaps levy system is better?
Accessibility is crucial

- Historic overview on accessibility devices
  - OS accessibility
  - Device accessibility
  - Web pages are very complex and use different techniques
- DRM can decrease the level of accessibility
  - It isn’t solved yet
- Right to read
- Digital technology
  - can remove what were disabilities
  - can cause even more limitations
- It’s up to us, which aspect wins
Content providers’ point of view

- Many applications
  - Newer and newer services every day
  - Different media, different usage, different consumers, different business models

- DRM problems:
  - too many technologies
  - equipments are not compatible
  - backup and reinstalling – contradicting requirements

- Mobile may become the enabler device
- Users don't want to understand technology, just use, anytime, anywhere...
DRM and contract terms

- Different rules that consumers are used to
- Unfair terms
  - Seller can change any term unilaterally
  - Limitations on liability
    - Even security risks
  - Against interoperability
    - They cut the tree beneath them
- In principal law is against unfairness
  - Unfair Term Directive
  - Art 82 of EC
  - National consumer protection laws

NO ONE CARES
Consumers should be more conscious about their rights

- Users are unaware of rights
  - They have only the feeling of fair use
- Contractual terms are upsetting
- Authors’ exclusive rights vs. limitations
- Complex issues – even for lawyers
- No one goes to court for one Euro
- Informing users got an importance

- Downloading is NOT illegal, uploading is!
Consumer initiatives – DMP

- Proprietary DRM systems
  - Without standards users have to pay for multiple different and incompatible network providers, devices and services for accessing the desired content
  - Simply crashes

- Towards standardized, interoperable DRM systems
  - Acceptable for consumers – a winning criterion
  - From needs to functions and requirements
  - Toolkit standard for DRM – DMP project

- Freedom to use (like right to read)

- Unfortunately there’s no common interest from big players
Consumer initiatives - SLP

- Demand based logic
- Scanning books
  - Need for older works
  - Unsupplied demand
  - Drives to download
  - Establishing digital libraries
- Original publisher could do more
  - Digitalize and protect content with DRM
- DRM vs. culture?
Conclusions

- DRM is considered as evil in the eyes of many consumers
  - Experiences strengthened bad reputation
- Without DRM people won’t keep law
- Hard question…
- Yet many problems to solve
  - Accessibility
  - DRM vs. contractual terms
  - Many different business cases should be supported
  - Raising consumer awareness
  - Interoperability is a key question
5th INDICARE Workshop

Human Factors of DRM

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