Introduction of INDICARE

- European Commission funded
- eContent program
- 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
  - Fair DRM Use – 28 May 2005, Amsterdam
  - Social Exclusion by DRM - Karlsruhe
  - Human Factors of DRMs – Budapest
- State of the art reports, publications for specifically targeted audiences
- Consumer survey
**Consumer in focus**

- DRM not motivated by consumer needs
- Industry enforcing too strong restrictions
- Legislative difficulties
- Lack of interoperability, proprietary systems increase consumer distrust
- Therefore: better understanding of consumer needs is required
- INDICARE connects all actors of DRM

**E-Payment**

- DRM’s aim is remuneration
- Technical problem, apparently not closely related to DRM
- DRM technology – business model – collection of exchange-value
- Easy-to-use systems – a consumer preference
- Integrated solutions needed
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

SEARCH’s solution

- Content delivery in a mobile world
- Utilize possibilities of mobile networks
  - Pay per SMS
  - Pay per call
  - Pay via credit card
- Hungarian government funded project
  - 7 months
  - Prototype system using industry standards
Ready for more?

- E-Payment Technology
- Service Providers on DRM
- Content Providers in Motion
- Business Models for Consumer Satisfaction