Why to use Digital Rights Management (DRM)?

Tibor Sas
secretary general
Database Copyright Association
Hungary

CONTENTS

- DRM in short
- Problems ?????????
- Solutions !!!!!!
INFRASTRUCTURE

- Water supply
- Electricity
- Public transport
- Digital content

Over a critical mass of consumers!

Public transport
Content distribution

- Copyright Office
- Licence 1
- Licence 3
- Rights to print & publish
- Content Provider A
- Content 1
- Content Provider B
- Content 2
- Content Provider C
- Content 3
- Publisher
- Copyright Office
- Money

DRM functions

- Content registration
- Metadata handling
- Copyright management
- Fee collection
- Fee distribution
- Content protection
- CopyWatch on the Net

Digital Object Identification
Problems in the production

- Too many participants
  - Authors
  - Designers
  - Translators
  - Other right owners
  - Producers

- The solution:
  - DRM right distribution
  - DRM fee distribution
Problems of the structure

- Difficult content-structure
  - Texts
  - Figures
  - Slides
  - Animations
  - Videos
- The solution:
  - Digital Object Identification standard
  - Copyright meta-data management

Problems in the processing

- Component re-usage
  - Texts from here with some modifications...
  - Figures from there ...
  - Pictures from other places ...
- The solution:
  - Clearing-house solution
  - Digital Object Identification standard
  - Copyright meta-data management
Problems in printing

- Expensive printed materials
  - Small volumes
  - Short lifecycle: lot of versions
  - Good quality full color pictures
  - High distribution cost
  - Pollution

- The solution:
  - Digital content
  - “Print-on-demand” DRM services

Problems in the education

- Governmental support & administration
  - Learning material identification & tracking
  - User identification & tracking
  - Financial transaction management

- The solution:
  - DRM infrastructure
  - Connection with existing networks
Problems in the economy

The lack of the appropriate
- quantity
  &
- quality
eContent materials.

The solution:
- DRM infrastructure
- Intensive content protection

Thanks for your attention!

Tibor Sas
secretary general
Database Copyright Association
Hungary
sas.tibor@chello.hu