2nd INDICARE Workshop

E-Payment and DRM for Digital Content

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Need for Integrated DRM and Payment Solutions

What we could learn today?
Integration

- DRM and e-Payment solutions
- Consumers see them as one system
  - No special banks, no device vendors, no service providers, no technical details, please!
  - Just one click
- Integration is a must
- Current solutions do not address among others this aspect of consumers

Mobile Payment / e-Payment

- Why mobile payment ruled the workshop?
  - Limiting technological factors
  - Evolution is faster in hard environment
- New mobility possibilities
  - Communicator: 6 wireless connection options
  - Touch based technology (RFID)
- Richer experience, but still easy usage
Exploiting possibilities

- Mobility, communications channels
- Easy use + easy service discovery + convenient payment
- Step by step evolution
  - OMA DRM level 1
    - Forward lock, combined delivery
  - OMA DRM level 2
    - Superdistribution

Different payment systems

- Different technical approaches
  - Security solutions
  - Handling sensitive information (privacy)
  - Consumer anonymity
  - Easy deployment vs. specialized solution
- Integration of DRM is still awaiting
Consumer needs

- Do we really know what customers need?
- Surveys seem to be unreliable
  - customers cannot tell what they need
- Killer application considered to be unknown (true or just a self conviction)
  - Maybe its name was said even here today
- Primary focus so far on sellers’ profit
- Only consumer-accepted business model can win

Business model

- We saw how complex business models can be (e.g. GSM charging models)
- Stake holders in wireless payments
- Banks move slower
- Different solutions for different business cases
  - RFID for smaller values
  - Is the result a mess of options
DRM as an infrastructure

- Why other infrastructures work, why DRM doesn’t
- Problems & Solutions
- Public transport vs. listening to music
- Who should build, who should maintain, who should pay the prices of this infrastructure?

Fair use

- Threats and contradicting interests
- Correct behavior
  - Technical enforcement
  - Identification of misuse
  - Incentives
- Risk management, a possibility
- Big part of users are ready to pay for FAIR USAGE
- Potato System: users are also redistributors
Analysis of business models

- Contradicting requirements ?/!
- No optimal general solution
- Special cases, different outcomes
- Many, many aspects
- What is DRM good for, where it can be the solution, where we should look for other ways

Legal aspects

- Ongoing vivid debate all around the Globe
- Intellectual property rights
- Is DRM about managing rights?
- Collecting societies
- Levi system
- Roles of publishers and agencies in the digital era
Conclusions

- Payment for digital content is one of the main challenging of today’s IT business
- E-Payment systems are here
  - Did or will they succeed?
- Integration with DRM still awaiting
- Consumers will decide, so let’s pay more attention to them

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