Workshop Program

8:00 – 9:00
Registration

9:00 – 9:15
Introduction: “Interaction of e-Payment and DRM Solutions”
- Digital content, digital distribution
- Only consumer centric business models can succeed
- The role of DRM and e-payment systems
- Consumers want to see only one integrated solution

Speaker: Kristóf Kerényi
Budapest University of Technology and Economics, Department of Measurement and Information Systems, SEARCH Laboratory

9:15 – 11:00
Block 1: “E-Payment Technology”

Mobile Payments
- Remote payment services
- Local payment based on proximity solutions
- DRM and mobile payments
- Experiences and lessons learned

Speaker: Risto Sipilä
Senior Manager, Business Development, Nokia Inc.
http://www.mobilepaymentforum.org/

SEMOPS - At Any Price, By All Means
- Introduction of SEMOPS EU Project
- Secure, user friendly, real time payment service
- Payments with mobile devices or over the Internet
- Use cases, experiences

Speaker: Péter Papolczy
Technical Manager, Fornax Inc.
Secure Mobile Payment Service
http://www.semops.com/
The Mobile Provider’s Role in M-Commerce

- Mobile payment services of Pannon GSM
- Business needs
- Security solutions
- Experiences, consumer feedback

Speaker: Pál Miletics  
Product Manager, Pannon GSM Inc.  
http://www.pgsm.hu/

11:00 – 11:30  
Coffee break

11:30 – 12:30  
Block 2: “Service Providers on DRM”

Secure E-Payment Solutions of Cellum in Mobile Environment

- Mobile signature, mobile banking, mobile payment
- Loyalty programs - point collections
- Downloadable mobile games
- SIM-based security solutions

Speaker: Balázs Dobos  
Chief Executive Officer, Cellum BV  
http://www.cellum.com/

Money Out of Thin Air

- Current trends and business perspectives
- IBM’s DRM and payment solutions
- Business model - success or failure

Speaker: Tamás Foltányi  
IGS Manager, IBM Global Services  
http://www.ibm.com/services/uk/

12:30 – 13:30  
Lunch

13:30 – 14:30  
Block 3: “Content Providers in Motion”

Why to Use DRM?

- Legal and technical copy protection failed
- Need for payment solutions for digital goods
- Is DRM a solution?
- Content providers’ and consumers' point of view

Speaker: Tibor Sas  
Hungarian Association of Content Industry  
Business Development Director, Euronet Hungary Inc.  
http://www.matisz.hu/
A Security Analysis of Business Models for Digital Products

- Light-Weight DRM System
- PotatoSystem of Fraunhofer
- M2S – Music2Share
- Integrated payment systems in DRM solutions

Speaker: Dr. Rüdiger Grimm
Technical University Ilmenau
Head of Department, Institute of Media and Communication Science
http://www-ifmk.tu-ilmenau.de/

14:30 – 15:00
Coffee break

15:00 – 16:30
Block 4: “Business Models for Consumer Satisfaction”

Techno-Legal Content Protection and Structural Substitutes

- Digital Dilemma
- Functional and technical reference model
- On the effectiveness of DRM systems
- Business model alignment as structural substitute

Speaker: Vural Ünlü, MBA
Munich School of Management
Institute for Information Systems and New Media
http://www.wi.bwl.uni-muenchen.de/

The Digitisation of Collective Rights Management and the Role of Collecting Societies in a World of DRMs

- DRM - is it real "rights management"?
- The role of CISAC in digitising rights management activities
- Collecting societies’ changing role in protecting the rights and interests of authors

Speaker: Dr. Péter Benjamin Tóth
Legal counsel, ARTISJUS Hungarian Bureau for the Protection of Authors’ Rights

16:30 – 17:00
Conclusion: Need for Integrated DRM and Payment Solutions

Speaker: Zoltán Hornák
Budapest University of Technology and Economics,
Department of Measurement and Information Systems,
SEARCH Laboratory

17:30
Dinner Reception