

▶▶ 5th INDICARE Workshop

Human Factors of DRM

19 January 2006

Kristóf Kerényi

Budapest University of Technology and Economics



19 January 2006

▶▶ Introduction of INDICARE

- ▶ European Commission funded
- ▶ *eContent* programme
- ▶ 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
 - ▶▶ Business Models for Mobile Music and DRM – 30 September 2004, Berlin
 - ▶▶ E-Payment and DRM for Digital Content – 3 February 2005, Budapest
 - ▶▶ Fair DRM Use – 28 May 2005, Amsterdam
 - ▶▶ DRM in Public Science – 8 December 2005, Brussels
 - ▶▶ **Human Factors of DRM – 19 January 2006, Budapest**
- ▶ State of the art reports, publications for specifically targeted audiences (Policy papers, User guide, Consumer guide)
- ▶ Consumer surveys

▶▶ Consumer in focus

- ▶ DRM not motivated by consumer needs
- ▶ Industry enforcing too strong restrictions
- ▶ Cross-border legislative difficulties
- ▶ Lack of interoperability, proprietary systems increase consumer distrust
- ▶ Therefore: better understanding of consumer expectations is required
- ▶ INDICARE connects stakeholders of DRM

▶▶ Human factors

- ▶ We have different tastes, and everyone expects her taste to be satisfied
- ▶ We cannot be considered as economically rational, but we vote with our wallets
- ▶ Most of us are not educated in the law, but we all have a feeling on “fair”
- ▶ There are certain groups with special interests (e.g. disabled)
- ▶ We have our own initiatives

▶▶ 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

▶▶ Ready for more?

- ▶ Consumer Surveys
- ▶ Accessibility
- ▶ Content Providers' Experience
- ▶ Consumer Rights
- ▶ Consumer Initiatives