

The Money Factor

Presentation for the 5th INDICARE Workshop
on the Human Factors of DRM,
January 19th, 2006

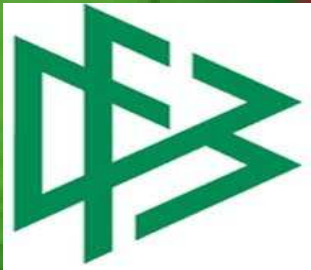
Martin Springer



FIFA WORLD CUP
GERMANY
2006



PREMIERE
Geignet für PREMIERE



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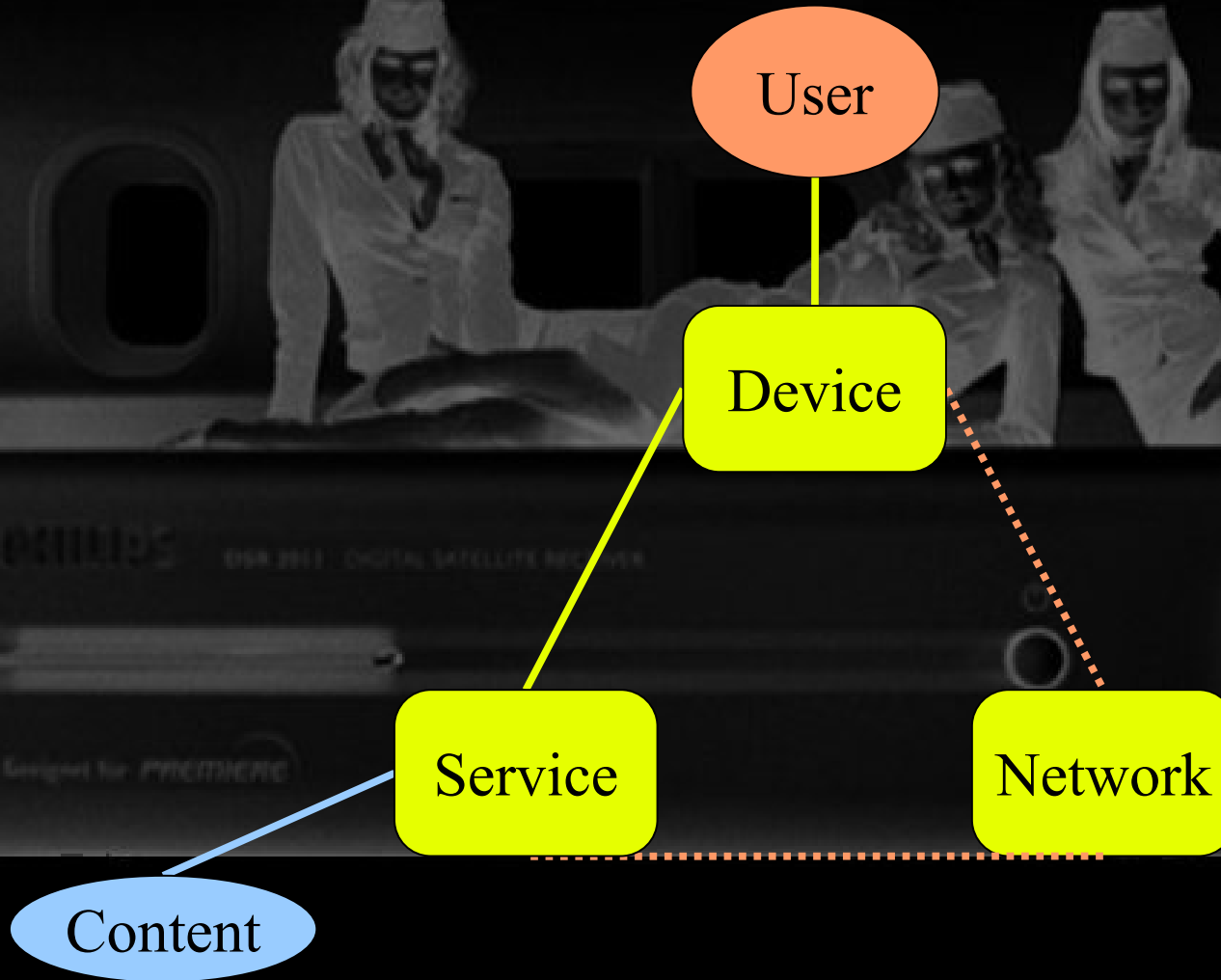


PREMIERE
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NAGRAVISION

**HD
TV**

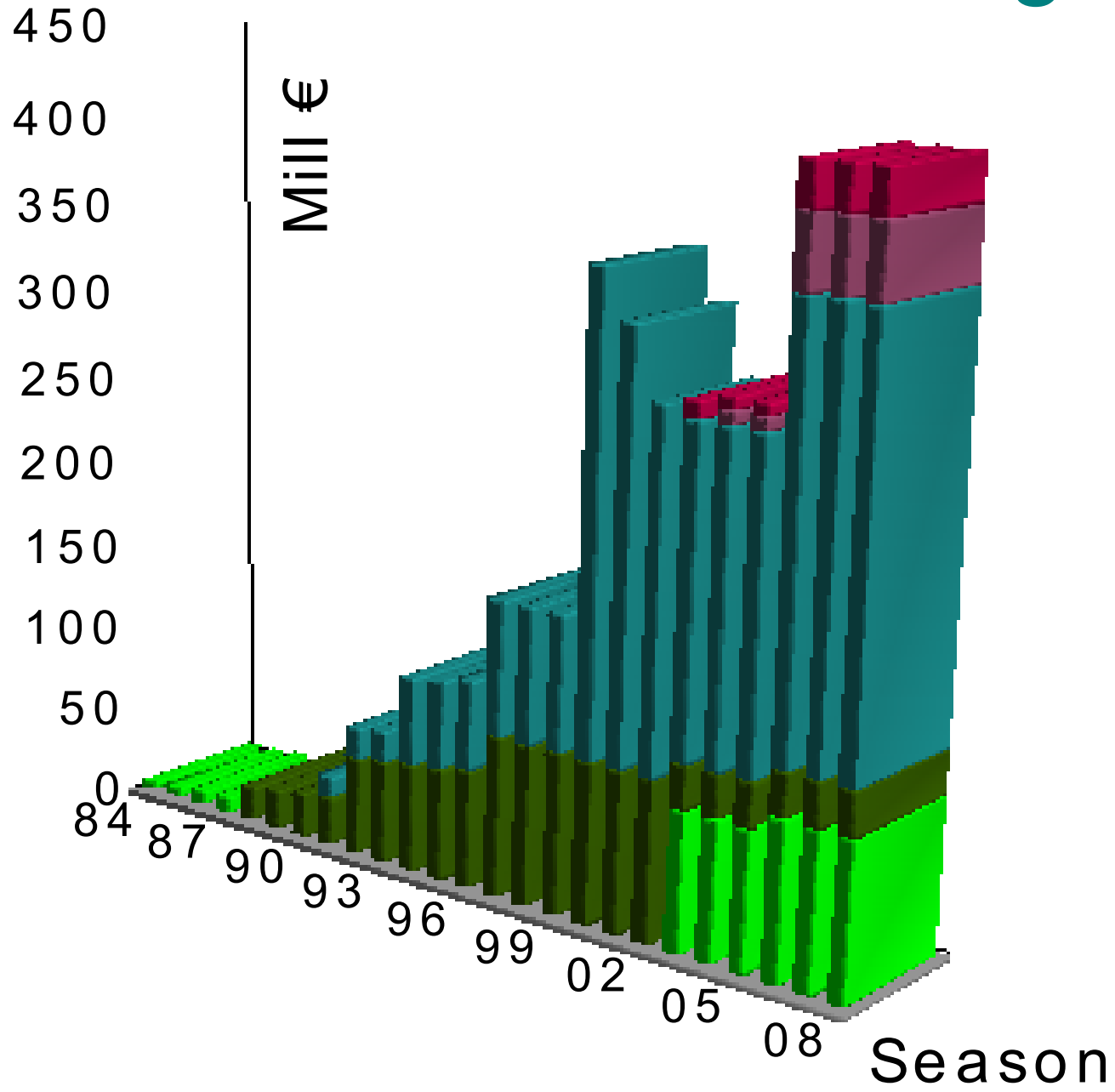
Tying the Device to the Service



NAGRAVISION



Cost of Distribution Rights

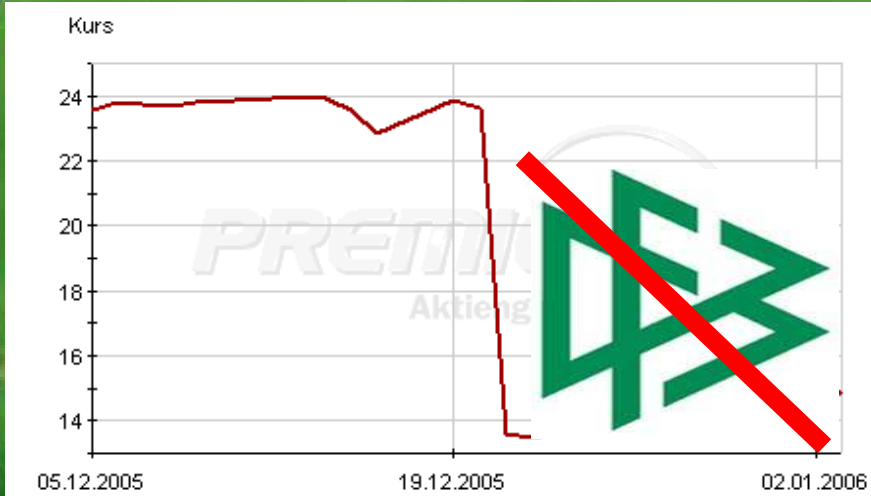


- International
- German Internet
- Pay TV
- Free TV
- Public TV





PREMIERE
Geeignet für PREMIERE



tividi

Digital TV



15 Top-TV-Kanäle
tividi FAMILY
€ 6,90
tividi



Abwechslung willkommen



tividi bringt Ihnen die ganze Welt des digitalen Fernsehens in Top-Qualität nach Hause. Mit Ihrem Kabelanschluss sind Sie jetzt dabei.

Erfahren Sie mehr



Digital-Receiver

tividiFAMILY

15 Top-TV-Kanäle in brillanter Qualität. Dazu alle freien digitalen TV- und Audio-Programme + Filmhighlights auf Bestellung.

€ 6,90 mtl.

Erfahren Sie mehr

Bundesliga

Schließen Sie doch heute schon einen günstigen tividi Vertrag ab, damit Sie nächste Saison die Bundesliga einfach nur hinzubestellen brauchen, oder **registrieren** ▶ sie sich für weitere Infos.

Bestellen



tividiKOMPLETT

Volle Auswahl zum Sparpreis! Incl. Digital-Receiver für 0 €.

€ 12,90 mtl.

tividiFAMILY
 Beste Unterhaltung für die ganze Familie.

tividiGLOBAL
 Unterhaltung, Wissen und Infos aus aller Welt.

tividiSPORTS
 Spannung live mit unseren Sportkanälen

tividiPRIVAT
 Hochwertige Erotik.



* Gilt nur in Verbindung mit einem 24-Monats-Abonnement von tividi KOMPLETT, durch das zusätzliche Kosten entstehen. Zzgl. Versandkosten von 4,90 €.



Tying the Service to the Network

Digital TV

Der Digital-Receiver.

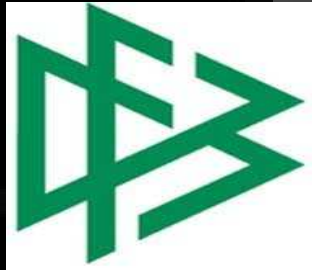
Das Tor zu tividi

Für den Empfang von tividi benötigen Sie einen Digital-Receiver mit SmartCard. Bestellen Sie ein Programm oder Programmpaket aus tividi, erhalten Sie von uns den universell einsetzbaren, sehr komfortablen Humax PR-FOX C Digital-Receiver mit SmartCard zum Vorzugspreis. Dieser Preis ist abhängig von Ihrer gewünschten Vertragslaufzeit:

Vertragslaufzeit

Vertragslaufzeit	Kosten	er
Vertragslaufzeit 24 Monate KOMPLETT	€	
Vertragslaufzeit 24 Monate Paket(e)	29,00 €	
Vertragslaufzeit 24 Monate:	99,00 €	
Vertragslaufzeit 24 Monate nur tividi FREE:	149,00 €	

Andere Set-Top-Boxen/SmartCard:



online

T-Online Vision-Paket

Entertainment on TV

Entertainment on TV

Telefonieren

Surfen



mehr >>

Für weitere Informationen klicken Sie [hier](#).

Special

49,95 €

einmaliger Preis für die Hardware⁶

Jetzt bestellen und sparen!



Surfen

Rund um die Uhr mit High-Speed ins Internet



Telefonieren

Modern und günstig mit T-Online DSL Telefonie⁴



Entertainment on TV

Unterhaltung und News auf Knopfdruck



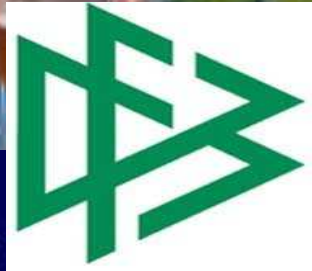
Die Zukunft von heute

Ready for
T-Online-Vision



SELECTED BY
BOSE





?



Motivation of Content Providers

- By controlling downstream resources (e.g. the End-user Device), Content Providers can exert market power along the value chain.
- DRM is used as a weapon not against copyright infringers but against market rivals.
- Existing DRM schemes discourage certain Media Usages (e.g. the sharing of Content)

Benefits of DRM standards

- Content Providers, Service Providers
 - Reduce the cost of the technology needed to control content distribution value-chains
- Chip Manufacturers, CE Manufacturers
 - Include patented core technologies into the standards

What can we do?





Redefine DRM

- Objective
 - Create a standard for DRM that is acceptable for consumers and rights holders
 - Evolution in the hands of all Digital Media Users instead of a few monopolists
- Result
 - Free Market for Digital Media Business Models
 - Example: business relationship between consumer and his favourite soccer team

The DMP Process — <http://www.dmpf.org>

- Ask people to state their needs
- From the needs derive Functions
- Derive requirements for the Functions
 - User requirements
 - Functional requirements
- Identify prominent use cases
- Issue Call for Proposals for technologies
- Select component technologies (Tools)
- Develop specifications in phases

Toolkit standard for DRM

- A toolkit standard is
 - A standard specifying component technologies (tools)
 - Users build solutions picking the tools they need
- Benefits of a toolkit standard
 - Value-chains are implemented as combinations of tools
 - Reduced technology cost because tools
 - Are provided by multiple suppliers
 - Can be re-used in different value-chains
 - Interoperability is provided at tool level

DMP

Traditional Rights and Usages

- Privacy
- Freedom to select
 - the Network Provider
 - the Service Provider
 - the Service
 - the Content
 - the Device
 - the License
 - the Business-Model
- Continuous access
- Freedom to use
 - space shift
 - time shift
 - fair use (e.g. quote, private copy)
 - edit, modify
 - lend
 - publish

Disclaimer

- DMP does not claim that an established TRU necessarily implies a *right* of a user to a particular use of digital media
- DMP claims that, if consumers have found a particular use advantageous in the analogue domain they are probably interested to continue exercising that use in the digital domain as well
 - Not necessarily for free 😊
 - Governments could mandate that certain TRUs will be supported

Bilateral or multilateral license agreements

- Users can negotiate Rights
 - Bi-directional REL (Alapan Arnab, Andrew Hutchison)
 - Rights Offices (Nicholas Bentley)
- Licenses can contain service level agreements
 - e.g. quality conditions and penalties
- License terms remain confidential
 - e.g price, type of use, method of payment
 - pseudonymous exchange of content

Decentralize Taste

- Many independent Content Producers (Users) can offer their Content on TV
 - employing business-models and licensing schemes of their choice.
- End-users will spend less time receiving commercial television Services and more time receiving non-commercial content
 - (like e.g. alternative news programmes and video blogs).
- Interoperable DRM could create a “Free Market” for television business-models.

Will the industry accept DMP DRM as a standard?

- Will the same Digital Media environment support “business model islands” and a “free market” for alternative content, services and license schemes?
- Will TV become as free as the Internet or will the content be heavily censored by the industry or by governments?
- Will consumers be able to find and select alternative content and services with their remote controls?
- Will consumers vote “with their wallets” for services which support privacy and End-user rights?

Thank you



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