

DRM in practice

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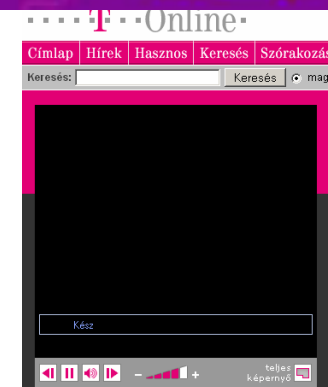
Budapest, 19th January 2006

Use of DRM by T-Online Hungary



Services using DRM technology:

- T-Online Zeneáruház (on-line music store)
- T-Online Téka (on-line video rental)
- T-Online Player (in-site media player)
- Megasztár on-demand (portal of TV show)



T-Online Zeneáruház

- Online music store
- Starting date of service: April 2004
- Available to all Hungarian internet users
- Microsoft Windows Media DRM 10
- Downloadable Windows Media Audio files and automatic license request by Windows Media Player
- Number of licenses available: 2
- Rights of the user:
 - Burn CD: ×3
 - Listening on PC: unlimited
 - Transfer to portable devices: unlimited to 3 different devices

T-Online Téka

- On-line video rental
- Starting date of service: December 2004
- Available to all DSL subs of T-Online Hungary with 1M+ bw
- Microsoft Windows Media DRM 10
- Using streaming technology (1 Mbit/s)
- Film rental for 24 hours
- Recording, copying, burning is not possible
- Free rental weekend promotions

The screenshot shows the T-Online Téka website interface. At the top, there is a navigation bar with links for 'Címlap', 'Hírek', 'Hasznos', 'Keresés', 'Szórakozás', 'Ajánlataink', and 'Ügyfélközpont'. The main content area is divided into several sections: 'Belépés' (Login), 'Üdvözlét a Tékában!' (Welcome to the Téka!), 'Információ' (Information), 'Ajánlataink' (Recommendations), and 'Nézelődés' (Viewing). The 'Belépés' section includes a search bar and a 'Belépés' button. The 'Üdvözlét a Tékában!' section features a video player for the movie 'Macskafogó' (The Cat in the Hat) with a 'Megnézem' button. The 'Ajánlataink' section displays a grid of movie recommendations, including 'Magyar Vándor', 'I Love Budapest', and 'Szerlem utolsó vérig'. The 'Nézelődés' section lists various film genres and categories. The right sidebar contains promotional banners for 'Mi kell a letöltéshez?' (What do I need to download?), 'Mi kell a lejátszáshoz?' (What do I need to play?), 'Mi kell még a filmnézéshez?' (What do I still need for watching the film?), and 'Megnézem a filmet!' (I'll watch the film!). The bottom of the page features a 'Partnereink' (Our partners) section with the ODEON logo.

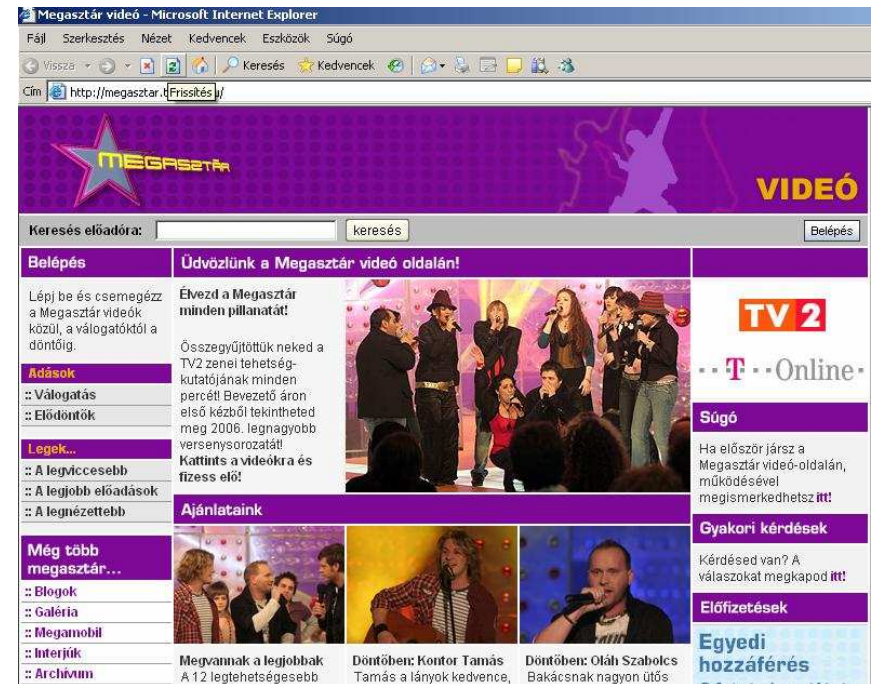
T-Online player

- In-site media player
- Part of the t-online.hu portal
- Use of DRM for promoting music albums before publishing and music videos
- Microsoft Windows Media DRM 10
- Recording, copying, burning is not possible



Megasztár on-demand

- Megasztár is a popular TV show in Hungary
- Joint service between TV2 and T-Online
- Episodes and individual songs are available á-la-carte or on a subscription basis
- On-demand video content and live broadcast is streamed
- Microsoft Windows Media DRM 10
- Use of DRM for all video content
- Recording, copying, burning is not possible



Planned uses of DRM technology at T-Online Hungary

Electronic video sell-through (EST)

- Selling digital video content with eternal license
- Feature films
- Problem: Microsoft DRM not yet enable DVD burning of protected content

IPTV service

- Delivering TV channels and VOD over ADSL to the TV via set top box
- IPTV HW and SW platform + enhanced DSL network is necessary
- All content (TV channels and on-demand content) is DRM protected
- T-Online and T-Com plans an IPTV pilot project in 2006



DRM - pros

- Demand for legal online content
- DRM enables content providers to protect their content

- Online digital distribution



DRM - cons

- Problems during usage
 - I have Mac...
(early adopters)
 - I reinstall the computer.
Where is the license?
(backup is not common thing among users)
 - I bought a portable music player. Does it support WMA?
Does it support DRM?
(many devices do not support it)

Users don't understand the technology. They only want content anytime, anywhere.

Thank you for your attention

...T...Online

...T...Online