

2nd INDICARE Workshop

E-Payment and DRM for Digital Content

Budapest University of Technology
and Economics

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▶ INDICARE



▶ Introduction of INDICARE

- ▶ European Commission funded
- ▶ *eContent* program
- ▶ 2 years (March 2004 – February 2006)
- ▶ Foster dialog between different parties
 - ▶▶ Academia
 - ▶▶ Industry stakeholders
 - ▶▶ Legislation
 - ▶▶ **Consumers**



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▶▶ 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



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▶▶ 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**
 - ▶▶ Fair DRM Use – 28 May 2005, Amsterdam
 - ▶▶ Social Exclusion by DRM - Karlsruhe
 - ▶▶ Human Factors of DRMs – Budapest
- ▶ State of the art reports, publications for specifically targeted audiences
- ▶ Consumer survey



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▶▶ Consumer in focus

- ▶ DRM not motivated by consumer needs
- ▶ Industry enforcing too strong restrictions
- ▶ Legislative difficulties
- ▶ Lack of interoperability, proprietary systems increase consumer distrust
- ▶ Therefore: better understanding of consumer needs is required
- ▶ INDICARE connects all actors of DRM



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▶▶ E-Payment

- ▶ DRM's aim is remuneration
- ▶ Technical problem, apparently not closely related to DRM
- ▶ DRM technology – business model – collection of exchange-value
- ▶ Easy-to-use systems – a consumer preference
- ▶ Integrated solutions needed



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▶▶ 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



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▶▶ SEARCH's solution

- ▶ Content delivery in a mobile world
- ▶ Utilize possibilities of mobile networks
 - ▶▶ Pay per SMS
 - ▶▶ Pay per call
 - ▶▶ Pay via credit card
- ▶ Hungarian government funded project
 - ▶▶ 7 months
 - ▶▶ Prototype system using industry standards



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▶▶ Ready for more?

- ▶ E-Payment Technology
- ▶ Service Providers on DRM
- ▶ Content Providers in Motion
- ▶ Business Models for Consumer Satisfaction



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