

# Why to use Digital Rights Management (DRM)?

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## C O N T E N T S

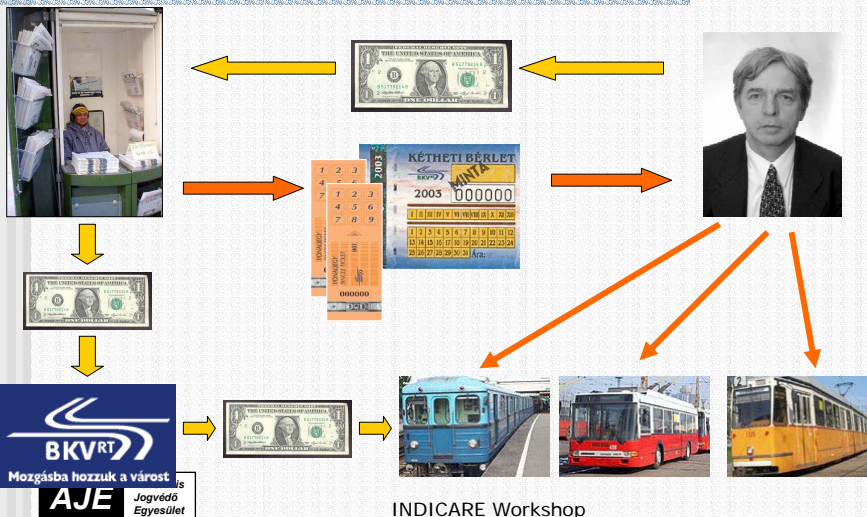
- DRM in short
- Problems ??????????
- Solutions !!!!!!!

# INFRASTRUCTURE

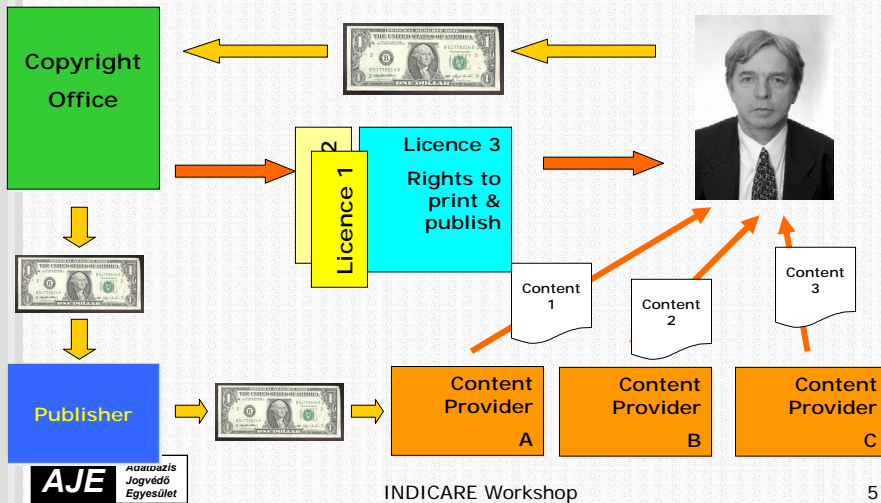
- Water supply
- Electricity
- Public transport
- Digital content

*Over a critical mass of consumers!*

## Public transport

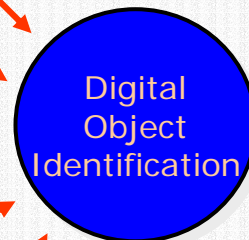


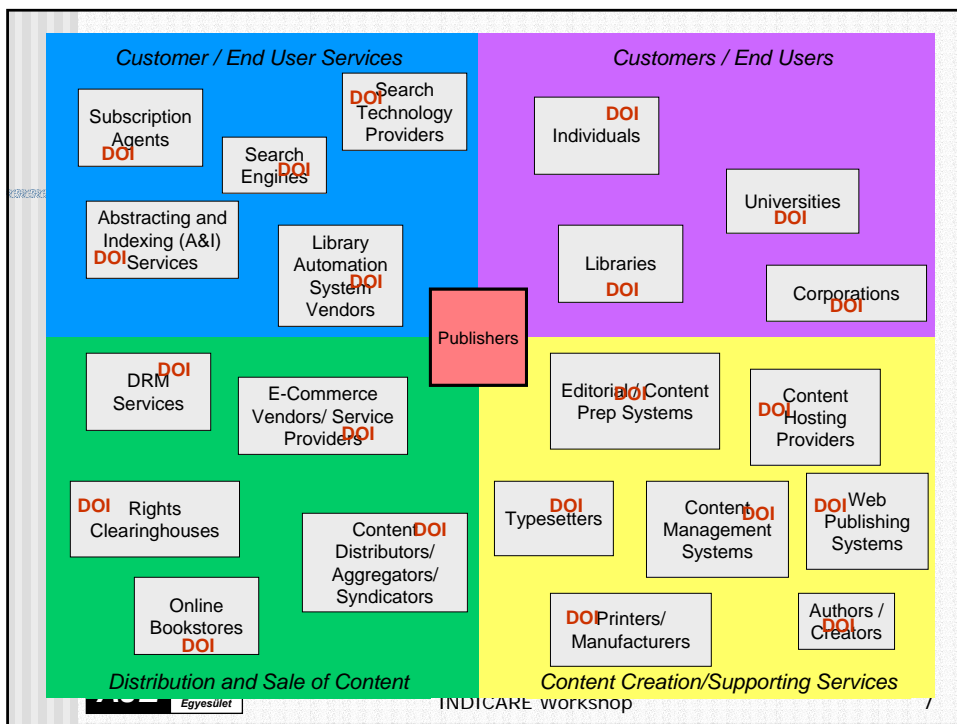
# Content distribution



# DRM functions

- Content registration
- Metadata handling
- Copyright management
- Fee collection
- Fee distribution
- Content protection
- CopyWatch on the Net





## Problems in the production

- Too many participants
  - Authors
  - Designers
  - Translators
  - Other right owners
  - Producers
- The solution:
  - DRM right distribution
  - DRM fee distribution

# Problems of the structure

- **Difficult content-structure**

- Texts
- Figures
- Slides
- Animations
- Videos

- **The solution:**

- Digital Object Identification standard
- Copyright meta-data management

# Problems in the processing

- **Component re-usage**

- Texts *from here with some modifications...*
- Figures *from there ...*
- Pictures *from other places ...*

- **The solution:**

- Clearing-house solution
- Digital Object Identification standard
- Copyright meta-data management

# Problems in printing

- **Expensive printed materials**
  - Small volumes
  - Short lifecycle: lot of versions
  - Good quality full color pictures
  - High distribution cost
  - Pollution
- **The solution:**
  - Digital content
  - „Print-on-demand“ DRM services

# Problems in the education

- **Governmental support & administration**
  - Learning material identification & tracking
  - User identification & tracking
  - Financial transaction management
- **The solution:**
  - DRM infrastructure
  - Connection with existing networks

# Problems in the economy

## The lack of the appropriate

- quantity  
&

- quality

## eContent materials.

### ■ The solution:

- DRM infrastructure
- Intensive content protection

## Thanks for your attention!

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