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E-Payment and DRM for Digital Content

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Need for Integrated DRM and Payment Solutions

What we could learn today?



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▶▶ Integration

- ▶ DRM and e-Payment solutions
- ▶ Consumers see them as one system
 - ▶▶ No special banks, no device vendors, no service providers, no technical details, please!
 - ▶▶ Just one click
- ▶ Integration is a must
- ▶ Current solutions do not address among others this aspect of consumers



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▶▶ Mobile Payment / e-Payment

- ▶ Why mobile payment ruled the workshop?
 - ▶▶ Limiting technological factors
 - ▶▶ Evolution is faster in hard environment
- ▶ New mobility possibilities
 - ▶▶ Communicator: 6 wireless connection options
 - ▶▶ Touch based technology (RFID)
- ▶ Richer experience, but still easy usage



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▶▶ Exploiting possibilities

- ▶ Mobility, communications channels
- ▶ Easy use + easy service discovery + convenient payment
- ▶ Step by step evolution
 - ▶▶ OMA DRM level 1
 - Forward lock, combined delivery
 - ▶▶ OMA DRM level 2
 - Superdistribution



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▶▶ Different payment systems

- ▶ Different technical approaches
 - ▶▶ Security solutions
 - ▶▶ Handling sensitive information (privacy)
 - ▶▶ Consumer anonymity
 - ▶▶ Easy deployment vs. specialized solution
- ▶ Integration of DRM is still awaiting



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▶▶ Consumer needs

- ▶ Do we really know what customers need?
- ▶ Surveys seem to be unreliable
 - ▶▶ customers cannot tell what they need
- ▶ Killer application considered to be unknown (true or just a self conviction)
 - ▶▶ Maybe its name was said even here today
- ▶ Primary focus so far on sellers' profit
- ▶ Only consumer-accepted business model can win



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▶▶ Business model

- ▶ We saw how complex business models can be (e.g. GSM charging models)
- ▶ Stake holders in wireless payments
- ▶ Banks move slower
- ▶ Different solutions for different business cases
 - ▶▶ RFID for smaller values
 - ▶▶ Is the result a mess of options



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▶▶ DRM as an infrastructure

- ▶ Why other infrastructures work, why DRM doesn't
- ▶ Problems & Solutions
- ▶ Public transport vs. listening to music
- ▶ Who should build, who should maintain, who should pay the prices of this infrastructure?



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▶▶ Fair use

- ▶ Threats and contradicting interests
- ▶ Correct behavior
 - ▶▶ Technical enforcement
 - ▶▶ Identification of misuse
 - ▶▶ Incentives
- ▶ Risk management, a possibility
- ▶ Big part of users are ready to pay for FAIR USAGE
- ▶ Potato System: users are also redistributors



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▶▶ Analysis of business models

- ▶ Contradicting requirements ?/!
- ▶ No optimal general solution
- ▶ Special cases, different outcomes
- ▶ Many, many aspects
- ▶ What is DRM good for, where it can be the solution, where we should look for other ways



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▶▶ Legal aspects

- ▶ Ongoing vivid debate all around the Globe
- ▶ Intellectual property rights
- ▶ Is DRM about managing rights?
- ▶ Collecting societies
- ▶ Levi system
- ▶ Roles of publishers and agencies in the digital era



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▶▶ Conclusions

- ▶ Payment for digital content is one of the main challenging of today's IT business
- ▶ E-Payment systems are here
 - ▶▶ Did or will they succeed?
- ▶ Integration with DRM still awaiting
- ▶ Consumers will decide, so let's pay more attention to them



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