

2nd INDICARE Workshop

“E-PAYMENT AND DRM FOR DIGITAL CONTENT”

Budapest, 3 February 2005



Workshop Program

8:00 – 9:00

Registration

9:00 – 9:15

Introduction: “Interaction of e-Payment and DRM Solutions”

- Digital content, digital distribution
- Only consumer centric business models can succeed
- The role of DRM and e-payment systems
- Consumers want to see only one integrated solution

Speaker: **Kristóf Kerényi**
Budapest University of Technology and Economics,
Department of Measurement and Information Systems,
SEARCH Laboratory

9:15 – 11:00

Block 1: “E-Payment Technology”

Mobile Payments

- Remote payment services
- Local payment based on proximity solutions
- DRM and mobile payments
- Experiences and lessons learned

Speaker: **Risto Sipilä**
Senior Manager, Business Development, Nokia Inc.
<http://www.mobilepaymentforum.org/>

SEMOPS - At Any Price, By All Means

- Introduction of SEMOPS EU Project
- Secure, user friendly, real time payment service
- Payments with mobile devices or over the Internet
- Use cases, experiences

Speaker: **Péter Papolczy**
Technical Manager, Fornax Inc.
Secure Mobile Payment Service
<http://www.semops.com/>

The Mobile Provider's Role in M-Commerce

- Mobile payment services of Pannon GSM
- Business needs
- Security solutions
- Experiences, consumer feedback

Speaker: **Pál Miletics**
Product Manager, Pannon GSM Inc.
<http://www.pgsm.hu/>

11:00 – 11:30

Coffee break

11:30 – 12:30

Block 2: “Service Providers on DRM”

Secure E-Payment Solutions of Cellum in Mobile Environment

- Mobile signature, mobile banking, mobile payment
- Loyalty programs - point collections
- Downloadable mobile games
- SIM-based security solutions

Speaker: **Balázs Dobos**
Chief Executive Officer, Cellum BV
<http://www.cellum.com/>

Money Out of Thin Air

- Current trends and business perspectives
- IBM's DRM and payment solutions
- Business model - success or failure

Speaker: **Tamás Foltányi**
IGS Manager, IBM Global Services
<http://www.ibm.com/services/uk/>

12:30 – 13:30

Lunch

13:30 – 14:30

Block 3: “Content Providers in Motion”

Why to Use DRM?

- Legal and technical copy protection failed
- Need for payment solutions for digital goods
- Is DRM a solution?
- Content providers' and consumers' point of view

Speaker: **Tibor Sas**
Hungarian Association of Content Industry
Business Development Director, Euronet Hungary Inc.
<http://www.matisz.hu/>

A Security Analysis of Business Models for Digital Products

- Light-Weight DRM System
- PotatoSystem of Fraunhofer
- M2S – Music2Share
- Integrated payment systems in DRM solutions

Speaker: **Dr. Rüdiger Grimm**
Technical University Ilmenau
Head of Department, Institute of Media and Communication Science
<http://www-ifmk.tu-ilmenau.de/>

14:30 – 15:00

Coffee break

15:00 – 16:30

Block 4: “Business Models for Consumer Satisfaction”

Techno-Legal Content Protection and Structural Substitutes

- Digital Dilemma
- Functional and technical reference model
- On the effectiveness of DRM systems
- Business model alignment as structural substitute

Speaker: **Vural Ünlü**, MBA
Munich School of Management
Institute for Information Systems and New Media
<http://www.wi.bwl.uni-muenchen.de/>

The Digitisation of Collective Rights Management and the Role of Collecting Societies in a World of DRMs

- DRM - is it real "rights management"?
- The role of CISAC in digitising rights management activities
- Collecting societies' changing role in protecting the rights and interests of authors

Speaker: **Dr. Péter Benjamin Tóth**
Legal counsel, ARTISJUS Hungarian Bureau for the Protection of Authors' Rights
<http://www.artisjus.hu/en/index.html>

16:30 – 17:00

Conclusion: Need for Integrated DRM and Payment Solutions

Speaker: **Zoltán Hornák**
Budapest University of Technology and Economics,
Department of Measurement and Information Systems,
SEARCH Laboratory

17:30

Dinner Reception