Overview of Presentation

- What are Digital Rights Management (DRM)?
- What are Rights Management Information?
- WIPO Internet Treaties: WCT and WPPT
- DRM as Enablers
- Centre for Content Protection
What are Digital Rights Management?

A system
- Protects content
- Only authorized users
- Enables secure distribution, promotion and sale of digital content
- Internet
- Usually encrypts file
- Enforces parameters: e.g. period of time, whether or not it may be copied or streamed

What are Rights Management Information?

Information identifying:
- Work
- Copyright Owner
- Terms and conditions of use
- Codes that represent the above (excludes information pertaining to user)
WIPO Copyright Treaty: Art 12

1) Contracting Parties shall provide adequate and effective legal remedies against any person knowingly performing any of the following acts knowing, or with respect to civil remedies having reasonable grounds to know, that it will induce, enable, facilitate or conceal an infringement of any right covered by this Treaty or the Berne Convention:

(i) to remove or alter any electronic rights management information without authority;
(ii) to distribute, import for distribution, broadcast or communicate to the public, without authority, works or copies of works knowing that electronic rights management information has been removed or altered without authority.

(2) As used in this Article, "rights management information" means information which identifies the work, the author of the work, the owner of any right in the work, or information about the terms and conditions of use of the work, and any numbers or codes that represent such information, when any of these items of information is attached to a copy of a work or appears in connection with the communication of a work to the public.

WIPO Performances and Phonograms Treaty: Art 19

1) Contracting Parties shall provide adequate and effective legal remedies against any person knowingly performing any of the following acts knowing, or with respect to civil remedies having reasonable grounds to know, that it will induce, enable, facilitate or conceal an infringement of any right covered by this Treaty:

(i) to remove or alter any electronic rights management information without authority;
(ii) to distribute, import for distribution, broadcast, communicate or make available to the public, without authority, performances, copies of fixed performances or phonograms knowing that electronic rights management information has been removed or altered without authority.

(2) As used in this Article, "rights management information" means information which identifies the performer, the performance of the performer, the producer of the phonogram, the phonogram, the owner of any right in the performance or phonogram, or information about the terms and conditions of use of the performance or phonogram, and any numbers or codes that represent such information, when any of these items of information is attached to a copy of a fixed performance or a phonogram or appears in connection with the communication or making available of a fixed performance or a phonogram to the public.
Home-viewed entertainment now accounts for 81% of revenues.
NEW MEDIA CHANNELS

Video/Movie Downloads

NEW MEDIA CHANNELS

Australia

ANYTIME

VOLT

ninemsn

BIGPOND

CINEWEL

Japan

Hong Kong

China

JAPAN

GYAO

India

Singapore

WOWOW
DRMS AS ENABLERS

- No universally accepted definition of the term, but Digital Rights Management (DRM) technology typically facilitates the authorized use of digital content by identifying the source of content and determining terms for its associated usage.
- DRM technologies enable:
  - Consumer choice
  - New business models and innovation
  - Market development
- DRM technologies are not intended to prevent commercial piracy; they are intended to ensure that consumers keep the deal they made with content providers.

EXAMPLES OF DRMS

<table>
<thead>
<tr>
<th>Device/Application</th>
<th>Typical Protection</th>
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</thead>
<tbody>
<tr>
<td>DVD</td>
<td>40 bit scrambling, Content Generation Management System (CGMS) CGMS-A, Macrovision, DVI/HDMI with High-bandwidth Digital Content Protection (HDCP)</td>
</tr>
<tr>
<td>High Definition DVD (HD DVD), Blu-ray</td>
<td>128 bit scrambling system, CGMS-A, audio watermark, revocation</td>
</tr>
<tr>
<td>Set-top boxes</td>
<td>Conditional Access: Redistribution Control, encryption, smart card; and DVI/HDMI with HDCP</td>
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<tr>
<td>Home Server/Networking</td>
<td>Digital Video Broadcast (DVB) Content Protection Copy Management (CPCM), Digital Transmission Content Protection (DTCP), other analog and digital 'link protections'</td>
</tr>
<tr>
<td>Mobile Phones</td>
<td>Open Mobile Alliance (OMA)</td>
</tr>
<tr>
<td>Personal computer, Internet downloads</td>
<td>Windows Media DRM (WMDRM), Snocap, Digital Transmission Content Protection – Internet Protocol (DTCP-IP), fingerprinting applications, media serialization, and watermarking</td>
</tr>
</tbody>
</table>

## HOLLYWOOD IS PRO-ACTIVE

- MPA is active in interoperability organizations so that devices can function together.
- We facilitate home networking standards for connectivity in your second home, car, or mobile phone.
- We facilitate emerging and existing DRMs to work together.
- Implement managed recording and managed copying for packaged media so consumers can make legal copies.
- Participate in broadcast standards organizations to improve digital delivery of movies.
INDUSTRY DIALOGUE

DVB, Coral, DLNA, ITU, ATSC, CASBAA, ABU, CEA, SMPTE, IEEE...

INTEROPERABILITY

Satellite
Cable
Telephone/IPTV
Broadcast
Pre-packaged Media
STB
Mobile Devices
Portable Player
Player
PC
Online Stores
DVD Media, HD-DVD, Blu-ray Disc
"Digital home networking" of high-value content brings important benefits to consumers.

Content is securely and persistently protected as it moves between the home, 2nd home, car or mobile device.

A typical and helpful example to highlight is the Digital Video Broadcast (DVB) Content Protection Copy Management (CPCM).

DVB CPCM has a Redistribution Control solution which prevents FTA digital content from going on the Internet illegally.

Implementation will require government mandate.
DEVELOPMENTS IN ASIA

- De-centralized DRM operations in Asia in this area. DRM/Conditional Access companies are located throughout China, Hong Kong, Australia, India, and Singapore.

- Inconsistent adoption of technologies due to lack of generalized knowledge.

- Adoption is often contract-driven (i.e., required by content licensors) rather than upon the technology companies’ own initiative.

- Until recently there was no central place of information. An upcoming initiative called the Centre for Content Protection (www.contentprotection.net), to be based in Singapore will take the lead, and is now seeking partners.
Centre for Content Protection

- Regional Centre for all forms of information pertaining to content protection
- Will conduct seminars, trainings and outreach
- Formally launched 28th November 2007
- Seeking members and partners

QUESTIONS?
THANK YOU