Copyright Protection on Mobile Phones

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Course: CS5244 – Digital Library
Introduction

- Digital Rights Management (DRM)
- Open Mobile Alliance (OMA) – consortium founded in June 2002
- Open specifications
- **Intention:** One DRM standard for all content, all devices and all distribution means
Benefits of Mobile DRM

Increase revenues by reducing piracy and improving distribution means

**Content provider**
- Build business into a new market of users who pay for content
- Profitable content business

**Service provider and operator**
- Enable mobile content business with high quality content
- Target mass volumes of users with open industry wide standard
- Enhance user experience with preview
- New business models and cost-effective marketing with super-distribution
Why Mobile DRM is related to Digital Library?

Digital library is defined as an electronic or virtual library, with a collection of digital content and media.

Digital content can be easily copied, altered, and distributed to a large group of recipients if they are not protected and managed.
Define the problems

- Protect copyrighted content and prevent illegal usages
- Unleash the power of peer-to-peer distribution
- Inflexibility in redistributing of contents to the rightful users
Evolution of Mobile DRM

- Default Policy in Nokia Devices
- Forward Lock
- Combined Delivery
- Separate Delivery
Proposed Solution

- Ability to forward Content Encryption Key (CEK) to another mobile device
- Ability to tie CEK to the SIM card
- Creation of a database where service providers will store purchased content details
- Creation of a database where service providers will store the International Mobile Equipment Identity (IMEI) of active consumer’s devices
Proposed Solution

Service providers

DRM Message

Database

Content providers

Content Download Descriptor

Rights Holders

Rights Agreements

DRM Message

Key

Mobile Network

forward

Content providers

Content

NEW

NEW

NEW
Evaluation

- Quick and easy solutions to solve current inadequacies of Mobile DRM
- Allow consumers to download the same content again without having to pay multiple times
- Allow content to be accessible on different devices
Complications
- Close relationships with service providers
- Losing of SIM cards
- Database storage increase service providers responsibilities
Conclusion

👩‍💻 Mobile content services are booming
👩‍💻 Need for digital content to be distributed to multiple channels and devices
👩‍💻 Mobile DRM will assist digital content to get rightful payment for its creation and development and reach critical mass
👩‍💻 Strength the growth of digital library in mobile world