



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

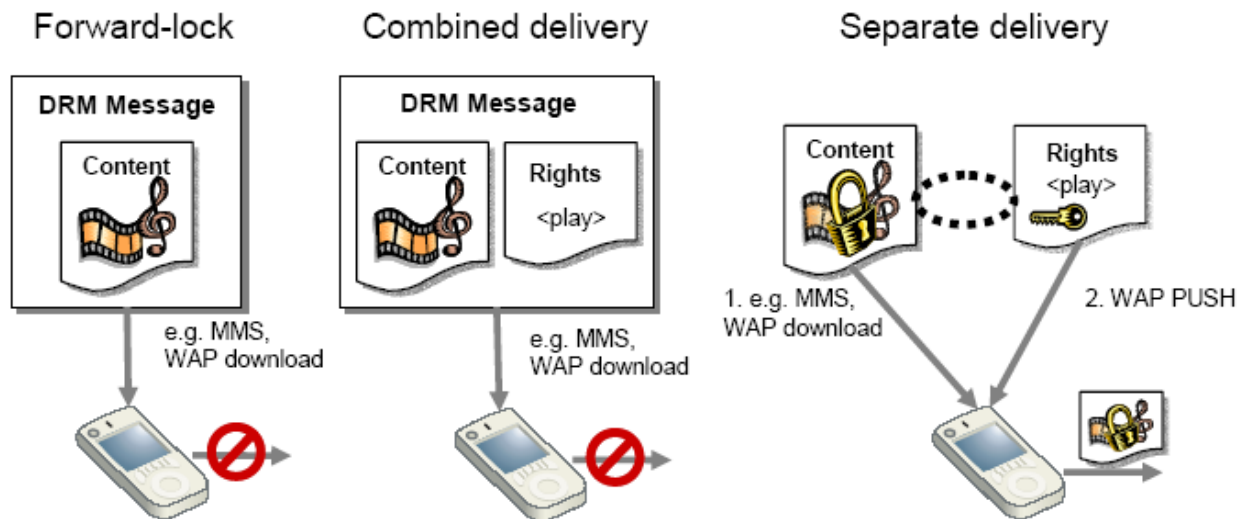


Define the problems

- ✂ 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

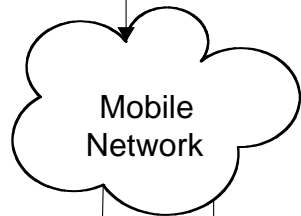
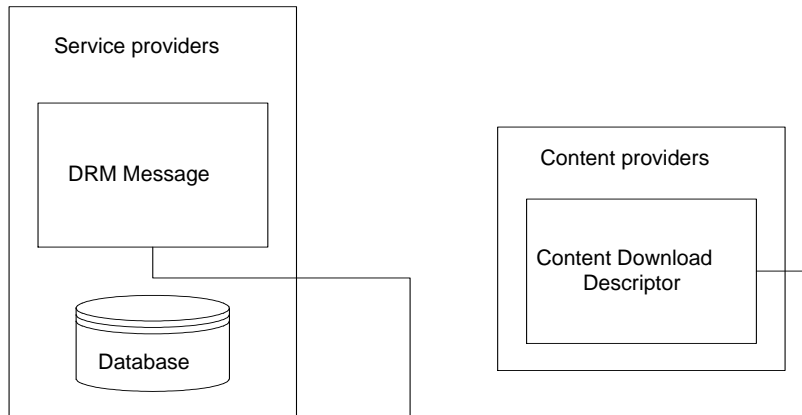
- ✂ Default Policy in Nokia Devices
- ✂ Forward Lock
- ✂ Combined Delivery
- ✂ Separate Delivery



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

NEW



Proposed Solution



Rights Agreements



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

Evaluation (2)

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
- ✦ Strengthen the growth of digital library in mobile world