



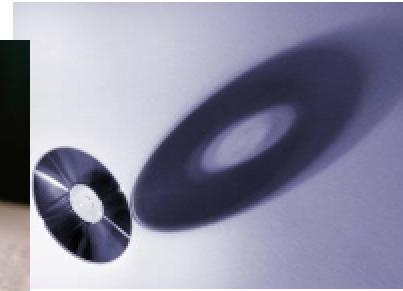
The Language for Digital Rights Management™

*Electronic Book 2001
Applications, Authors and Accessibility*

November, 2001

The Promise of eContent

Delivering digital works
over the Internet



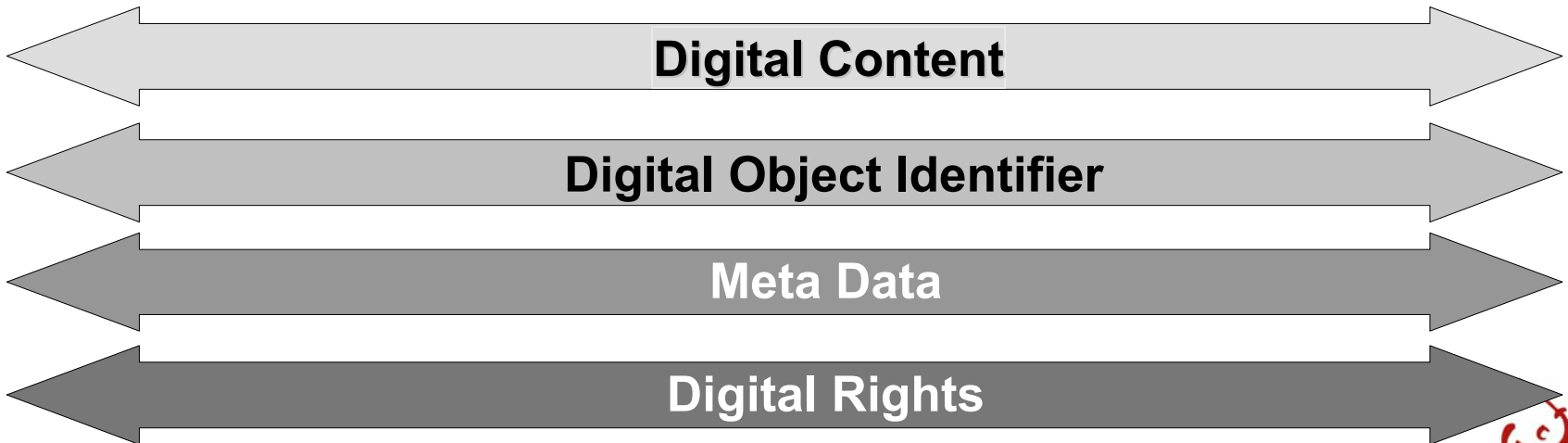
Content Publishers Want:

New products and services
New channels
Lower cost

Consumers Want Content:

Any time
Any where
Any form

Digital Supply Chain



DRM Challenges

- ⊙ Consistent specification and interpretation of usage rights and their terms and conditions for DRM stakeholders -- creators, providers, distributors and consumers
- ⊙ Effective rights management and protection of digital content across the entire value chain -- from creators distributors to consumers
- ⊙ DRM interoperability across multiple platforms, formats, and content consumption applications
- ⊙ Rapid development and deployment....We Hope

DRM Requirements

Trusted Systems that ...

- ⊙ Secure and protect digital contents
- ⊙ Persistently honor usage rights, conditions and obligations specified for digital contents

A Common Language that ...

- ⊙ Provides a uniform mechanism to describe specifications of rights and their conditions and obligations for distributing and using digital contents
- ⊙ Enables trusted systems to exchange digital contents and interoperate for end-to-end DRM

The Standards Arena

- ⊙ MPEG
- ⊙ OeBF / EBX
- ⊙ W3C
- ⊙ XACML
- ⊙ IDRM / IRTF
- ⊙ DOI
- ⊙ Prism
- ⊙ IPTC - NewsML
- ⊙ SDMI
- ⊙ SMPTE DCinema
- ⊙ XKMS
- ⊙ XBRL
- ⊙ RIXML
- ⊙ IRML
- ⊙ ICE
- ⊙ cIDf
- ⊙ ISMA
- ⊙ ETC., ETC.

OeBF Rights & Rules WG

- ◎ **Call for Requirements issued July**
- ◎ **Requirements Collected as of August 31st**
- ◎ **Coordination and Prioritization**
- ◎ **A Summary Requirements Document has been Produced for a Rights Expression Language**
- ◎ **A Rights Grammar SubGroup is being Organized**

MPEG 21 RDD - REL

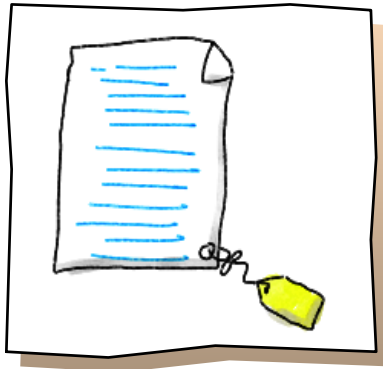
- ◎ Call for Requirements complete
- ◎ Sydney Meeting : Call for Proposals for REL was issued
- ◎ Proposals Due November 2001
- ◎ Processed in Pattaya, Thailand

What is XrML?

XrML – eXtensible rights Markup Language

- ⊙ Originates from Xerox PARC in 1994
- ⊙ Provides specifications of rights and associated conditions and obligations for distributing and using digital contents
- ⊙ Supports content integrity and entity authentication and confidentiality within the specification
- ⊙ Enables trusted systems to interoperate for end-to-end DRM
- ⊙ Is highly flexible, customizable, and extensible
- ⊙ Is available at www.xrml.org

Rights Specifications in XrML



For Example

Each “digital rights expression” could specify a combination of what rights are available, for what time period, under what access conditions, for what fees, within which territory, and with what obligations

Business Models Supported in XrML

- ⊙ Unlimited usage
- ⊙ Flat fee sale
- ⊙ Pay per view
- ⊙ Preview
- ⊙ Promotion
- ⊙ Subscription/Membership
- ⊙ Transfer
- ⊙ Gifting
- ⊙ Library loan
- ⊙ Site/volume license
- ⊙ Rent
- ⊙ Multi-tier models
- ⊙ Territory restricted
- ⊙ Component based model
- ⊙ User types based model
- ⊙ Payment to multiple Rights Holders
- ⊙ Superdistribution
- ⊙ Composite content
- ⊙ Personal lending

THE END

....is only the beginning.

The rights language is only one building block in a long road.