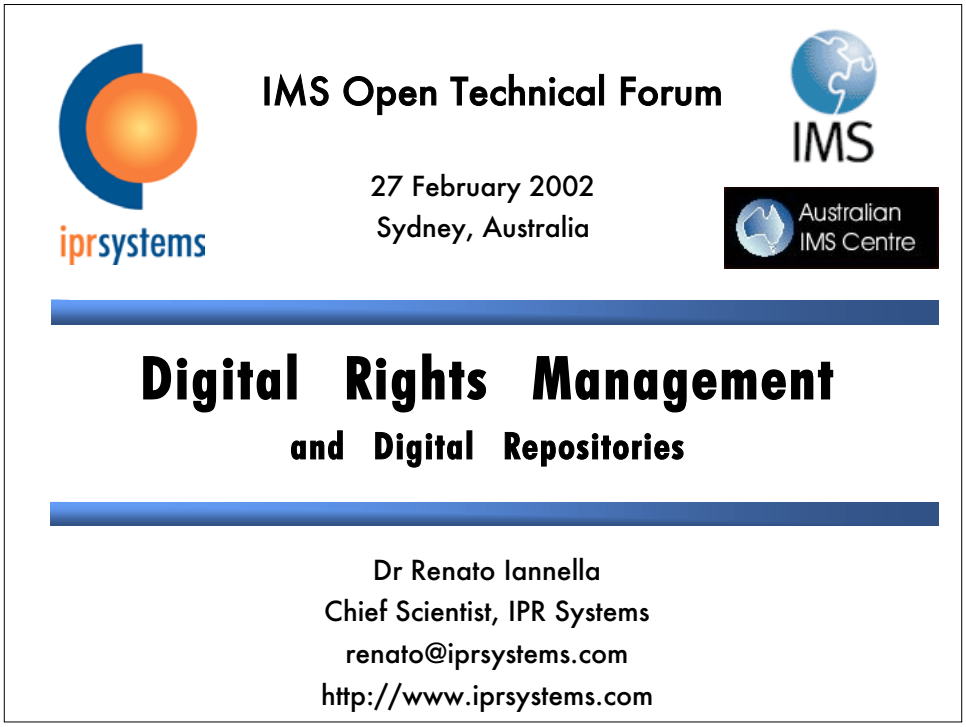

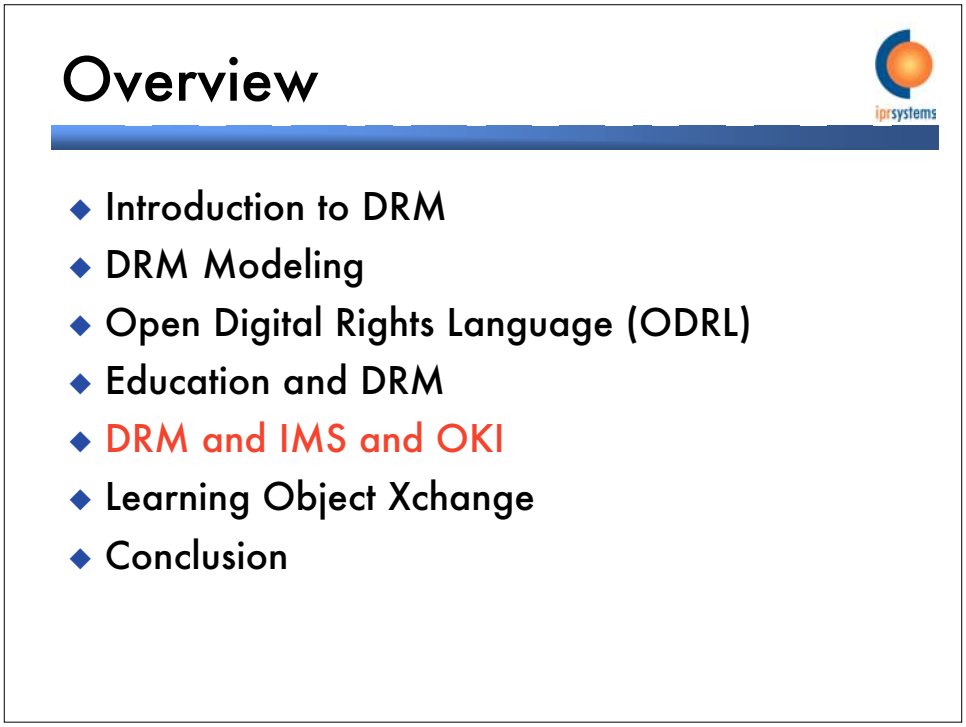

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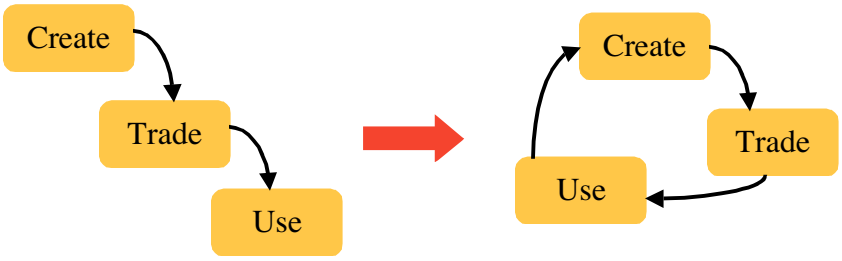
DRM Definition

- Digital Rights Management (DRM) has always had a "security/protection" emphasis
  - Digital Rights Enforcement
- DR"M" is broader and includes
  - description, identification, trading, protection, monitoring and tracking of all forms of rights usages over both tangible and intangible assets including management of rights holders relationships
- DRM must address end-to-end management of digital assets
  - Technical, Business, Legal, Social needs
- DRM is an asset management approach, not a magic "bolt-on" utility

New Opportunities

- From "Creation Waterfall" to "Creation Life-Cycle"
  - Blurring creation/use towards re-creation/re-use
    - Pay for usage, not possession



- Share the rights - Share the revenue
  - Layers of Rights

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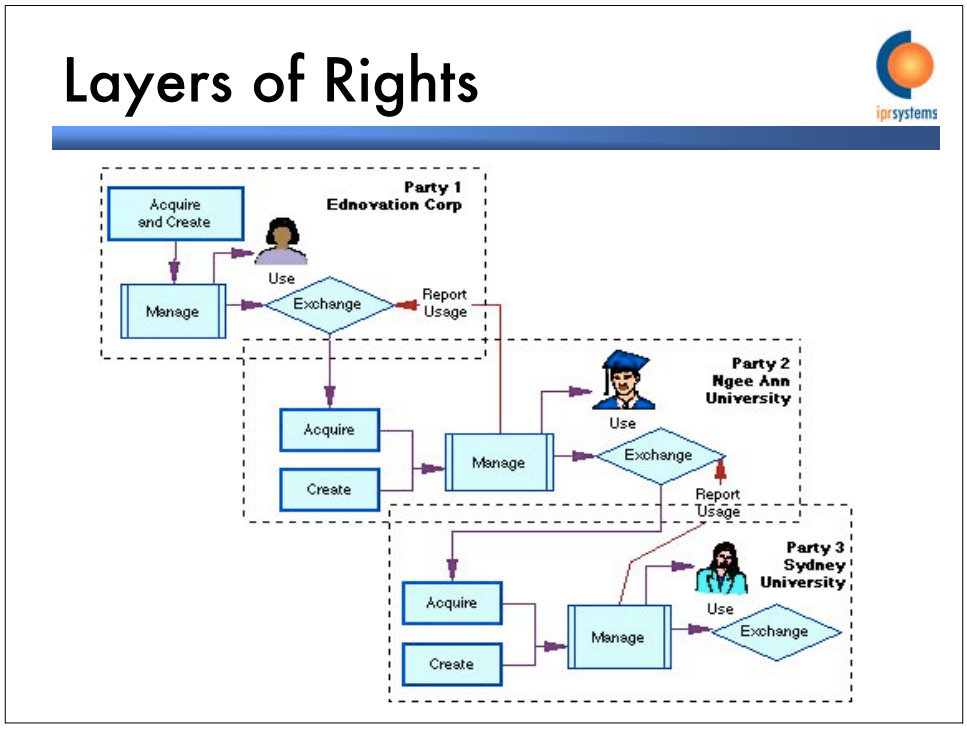

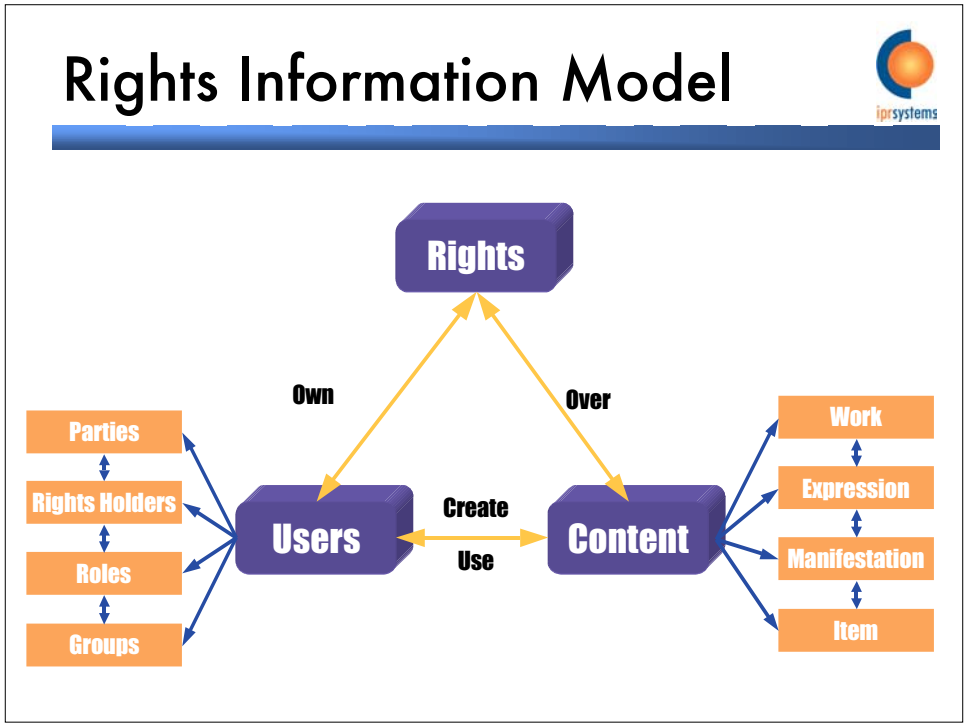

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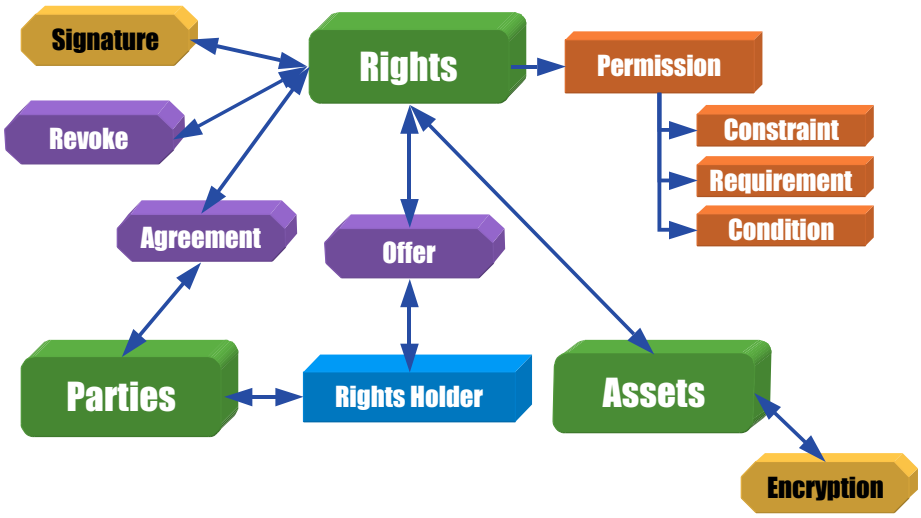
Open Digital Rights Language

- Developed by IPR Systems
  - Incorporated MRV (Nokia)
  - Merged XMCL (Real Networks)
- Defines both Expression Language and Data Dictionary
- No License Requirements
- http://odrl.net
- Also Supported By:

IBM, Panasonic, Adobe, MarkTek, purplecast, Pipers, ARPA, Simpsons Solicitors, WI Department of Information Systems, Authors

ODRL Model



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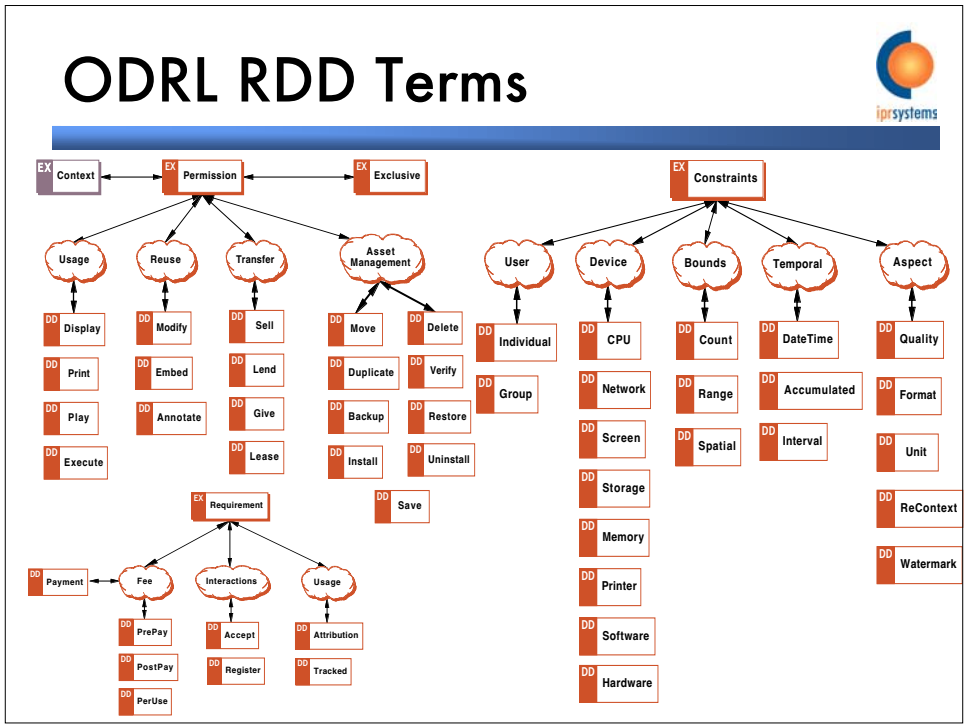

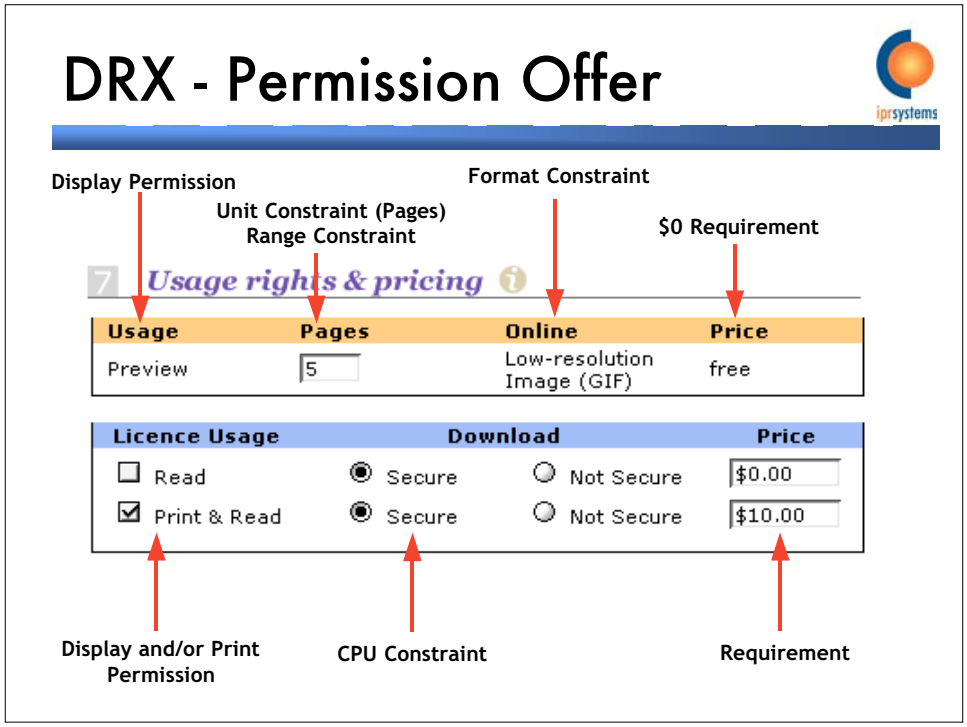

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DRM Education Studies

- SOCCI/TLF
  - DRM Business and System Requirements
  - Education Architecture Functional Requirements
  - http://www.thelearningfederation.edu.au
- Department of Education Science and Training (DEST)
  - DRM Requirements from Scenarios
  - Recommendations for Standards activities
    - IMS DRM work item
    - Liaison with OpenEBook Forum
    - Propose ODRL as base model

DRM and Education

- Education Sector has unique characteristics
  - Creation of Learning Objects
    - Longer time period
    - "Re-Use"
    - Multi-part
    - Multi-Format
    - Sequencing
  - Trusted User base
    - Upstream and Downstream
- DRM needs to interoperate with Learning Object Management Systems (LOMS)

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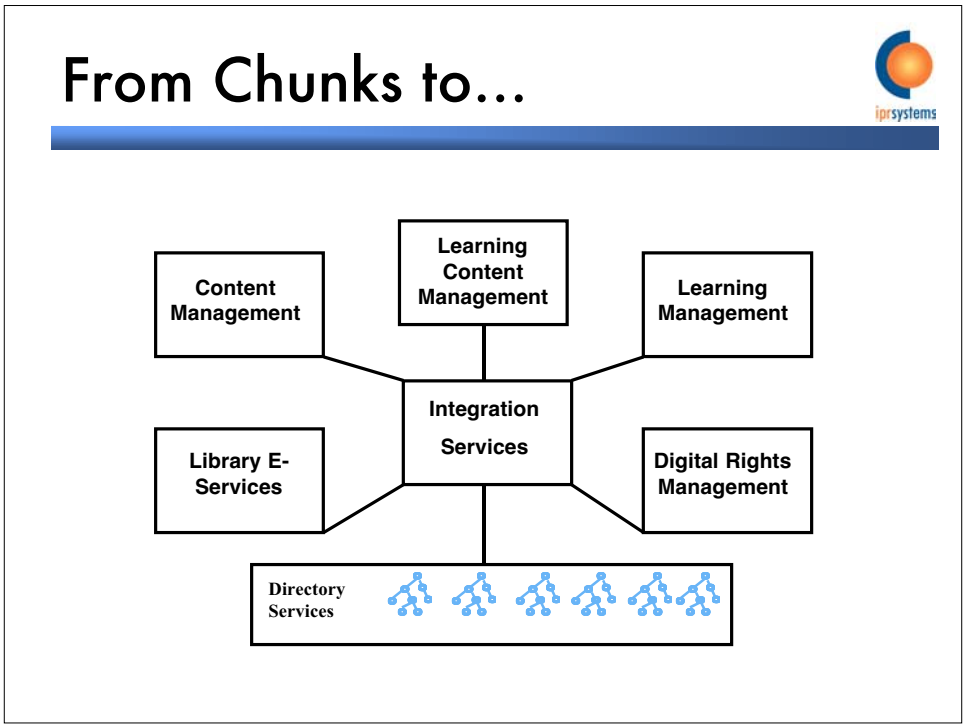

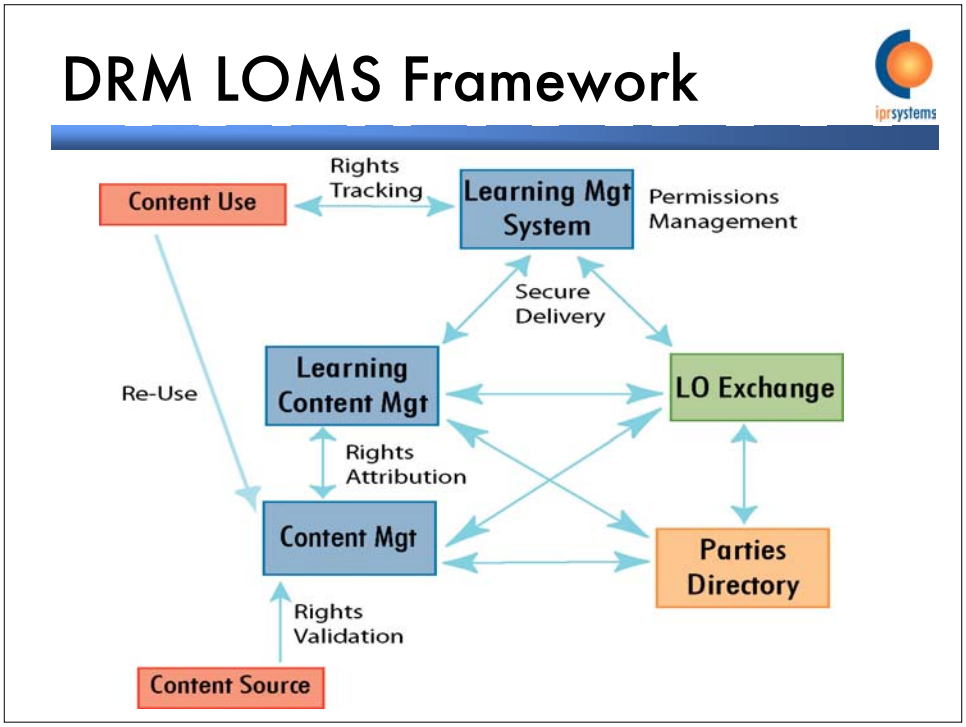

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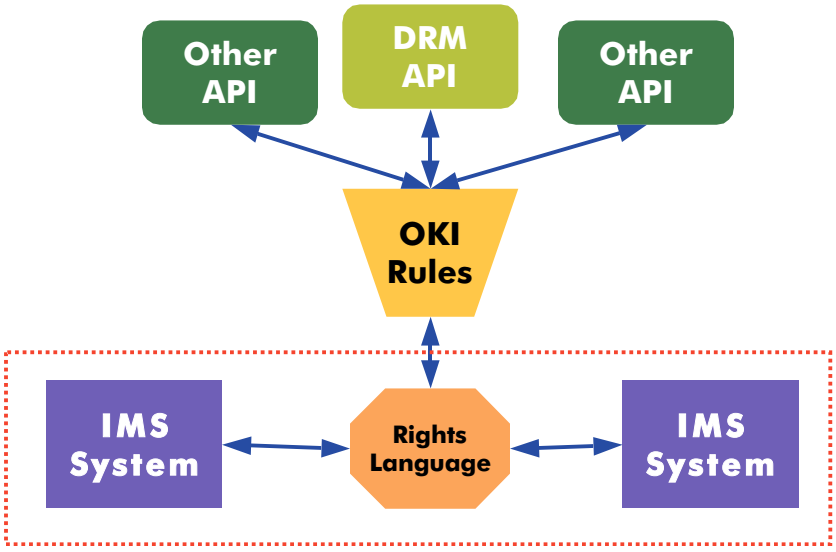
DRM and IMS

- DRM Work Item proposal
- Develop Rights Language supporting a number of IMS specifications:
  - Metadata and Packaging
    - Description and Delivery
  - Digital Repositories
    - Discovery and Retrieval
  - Enterprise
    - Parties and Access
- Develop Rights Terms (data dictionary) of specific e-learning permissions
- Define Rights Behaviour across e-learning architecture

DRM and IMS and OKI



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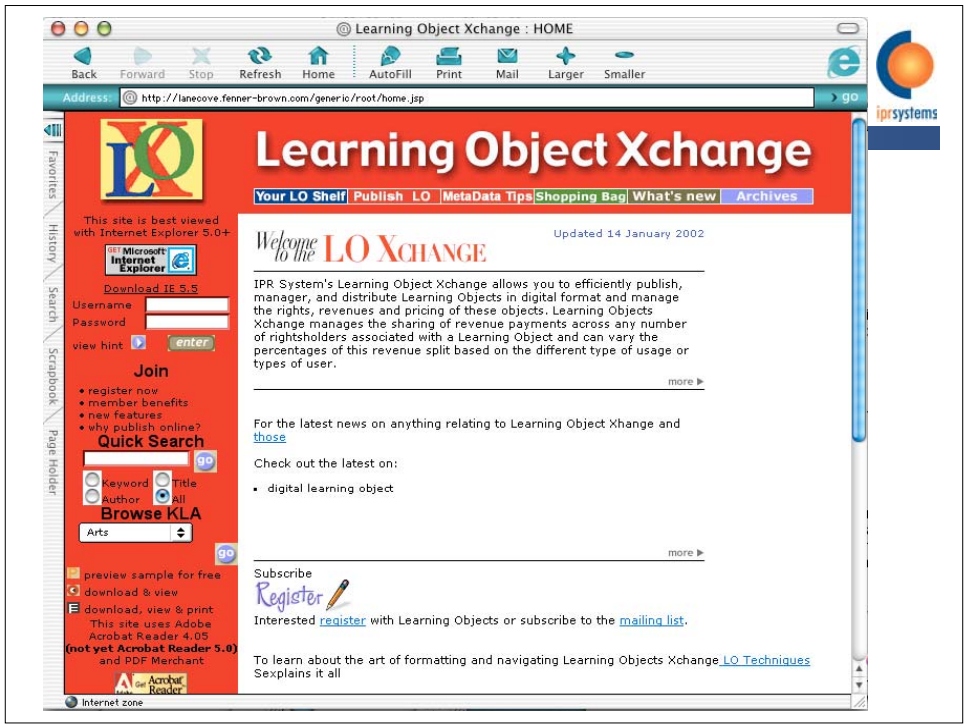

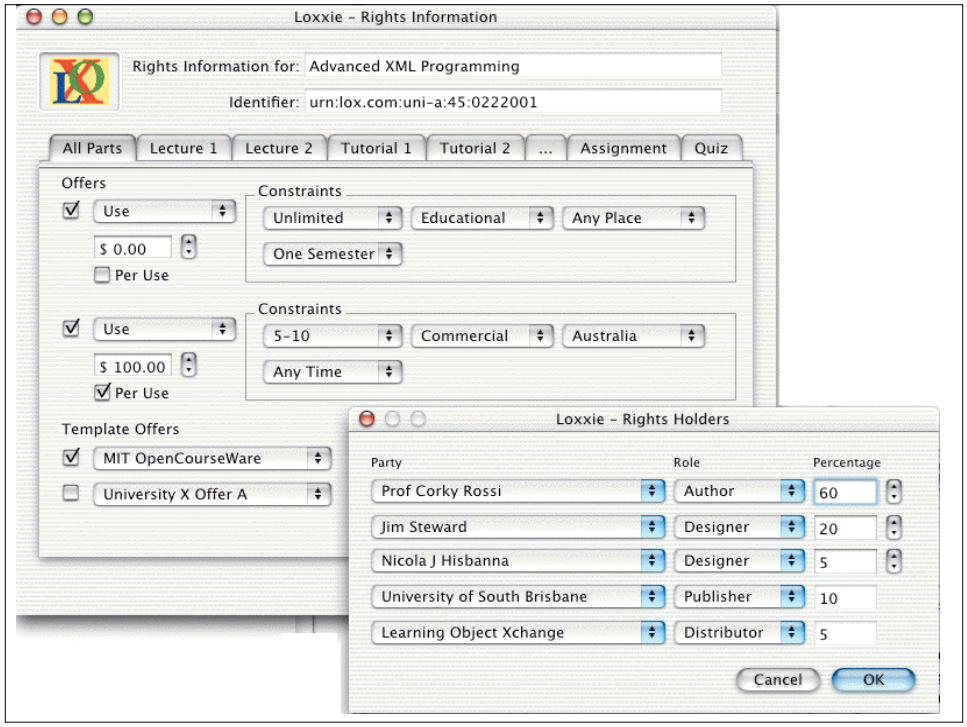

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Conclusion

- DRM is emerging as a new mechanism to
  - Manage rights on existing content
  - Enable innovative new online education models
- DRM standardisation important
  - Input needed from all groups and sectors
- IMS DRM activity critical to meet needs of online learning community
  - IMS DRM Briefing Paper

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