Informed Users and the DRM Marketplace

David Sohn
Overall Theme

- The kinds of uses that private sector DRM enables/permits will depend largely on what kind of pressure is exerted in the marketplace.

- If the public is well informed about DRM, it can exert pressure on DRM developers for more choices and more flexibility.
Assumptions

- Like it or not, DRM is not going away any time soon.

- The form that DRM takes matters; different DRM technologies can result in different capabilities for users.

- The form that DRM takes will be determined in the market, not by government.
Key Factors for Comparing Different DRM

- Public discussion about the specifics of different DRM technologies
- Key role for product reviewers, technology analysts, consumer advocates
Key Factors for Comparing Different DRM

- **Transparency / Disclosure**
  - Initial (pre-purchase)
  - Ongoing -- usage status reports, DRM renewals/upgrades/revocations
Key Factors for Comparing Different DRM

- Information about usage parameters of different DRM
  - Personal uses -- e.g., time shifting, place shifting, backup/archival copies, lending/reselling
  - Interoperability
  - Accommodating end user creativity
  - Risk of unexpected loss of access
Key Factors for Comparing Different DRM

- Collateral Impact -- separate from effect on DRM-protected content
  - Privacy
  - Computer security
  - Other impact on devices
Other Factors

- Apparent Purpose of DRM
  - Seem reasonably necessary for facilitating new business model?
  - Or consumer lock-in?

- Comparison with Non-DRM Scenario
  - Compare capabilities to what law-abiding citizen could do with networked computer and open-format media
  - Shows technical tradeoffs/choices