MESEC presentation

March 9th 2007

Copyright, DRM technologies, and Consumer protection,
University of Berkeley

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What is MESEC?

- MESEC II Research Project (2006-2008)

- Unique combination of partners and skills

- **Aim**: To devise a DRM solution that balances between the interests of content providers and ‘fair-use’ experience for the user
A vision from four directions
Drivers for the MESEC project

- Increased sales of digital content
- Demand for ‘fair-use’ and interoperability by users
- Demand for controlled content exchange
- Technology progress

- Opportunity for secure content sharing services that enhance the user experience by reducing restrictions instead of limiting usage
MESEC Service Concepts

BUY
- on any device, anywhere, from any shop
- clear log of your transactions
- buy content for others

P2P
- trade with the people you meet
- offer your content on eBay

HOME
- unlimited distribution amongst your devices
- clear overview of all your content

AWAY
- access your home content on any other device
- access your home content via mobile channel
- trigger friends to buy your content

Show Movie
Developed scenarios & prototypes

Show movie…
MESEC technology

Extending an open standard with initially proprietary features

- Mobile/CE interoperability by adopting the existing OMA DRM 2.0 domain concept
MESEC innovations

• Innovations:

• Person based DRM using a SIM as identity carrier based on OMA

• Mechanisms to separate domain management and rights issuing

• Revocation mechanisms for domain content
Focus on the User

• Focus group research

• User interaction design
  – Make it easy to work with a complex DRM system

• Homelab Tests with users
Hiding DRM complexity

• Explain OMA domain to users……NO WAY!

User Interaction Design & UI

• Collection concept
  – Collection information and access everywhere  
    (user view on technical domain)
  – Physical storage location irrelevant

• User interaction on all devices similar…
• Exploit device specifics in UI
Homelab Tests with users

- In progress...
Main message

• DRM should enable …..not restrict.

• Hide DRM complexity from the user…..

• Increase the content experience of the user…..
Main message

• Increase the content experience of the user.....
• The future success of DRM depends on it.....
Thank you for your attention