



# Digital Rights Management

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# Key messages

- The definition of DRM is commonly applied only to asset protection – Accenture’s view is that it should cover rights, royalties and protection of digital assets;
- DRM can usefully be divided into Contributor Rights and Distributor Rights – underlying these are a number of possible business models;
- A business process standpoint is critical – six core business processes impact DRM;
- DRM is not just about technology, and not the only technology required to enable digital content commerce.

# Digital Rights Management (DRM) is a commonly used and typically misapplied term



Enabling intellectual property owners to regulate the right of access, and trace the use of their digital assets via electronic means

- i.e. the *digital management of rights and royalties*, rather than just the protection of digital content.

# Digital Value Chain

**Content Integration**

**Digital Asset Management  
(DAM)**

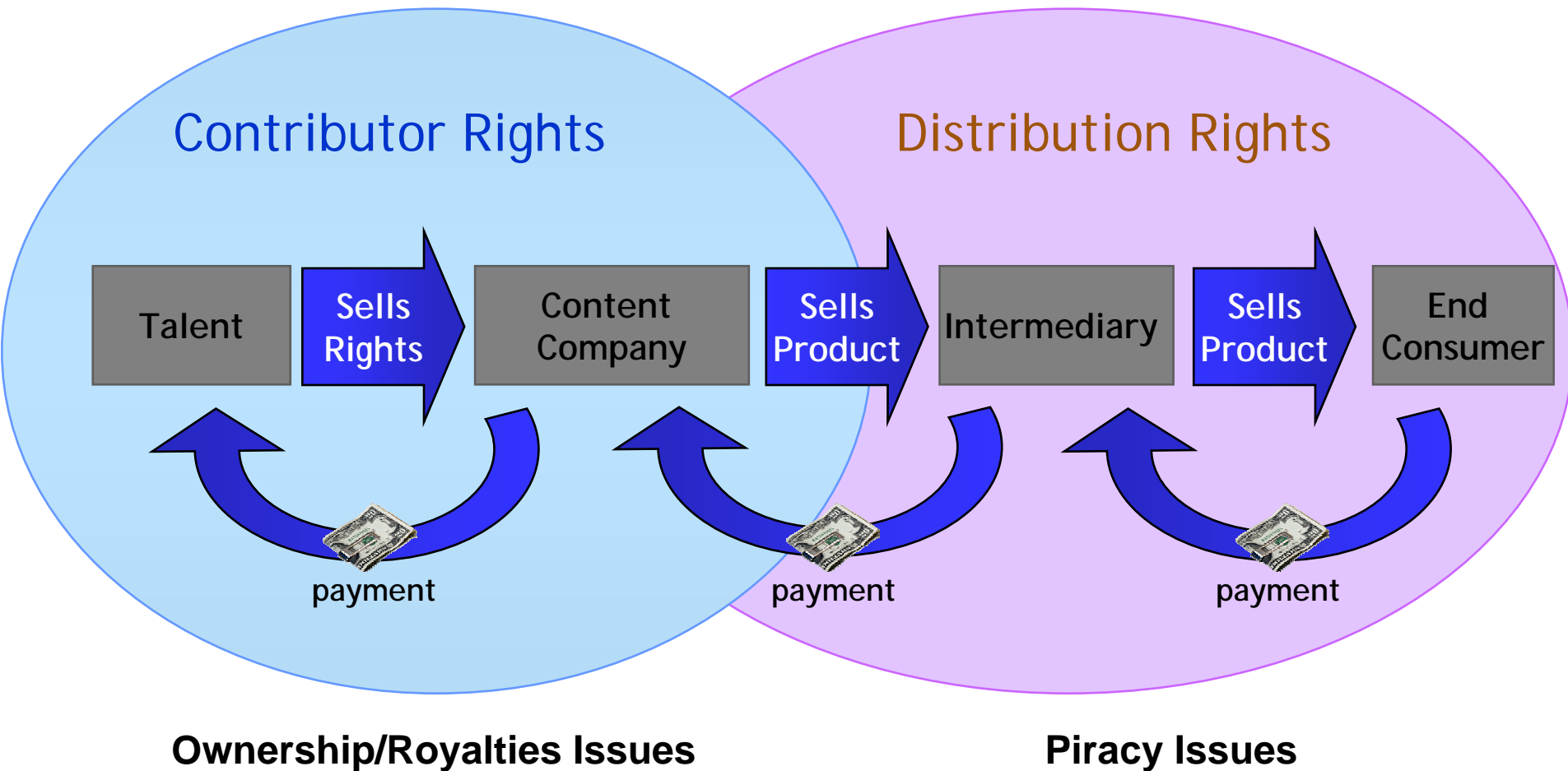
**Digital Rights Management  
(DRM)**

**Content Distribution  
Networks**

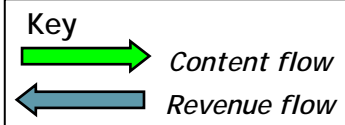
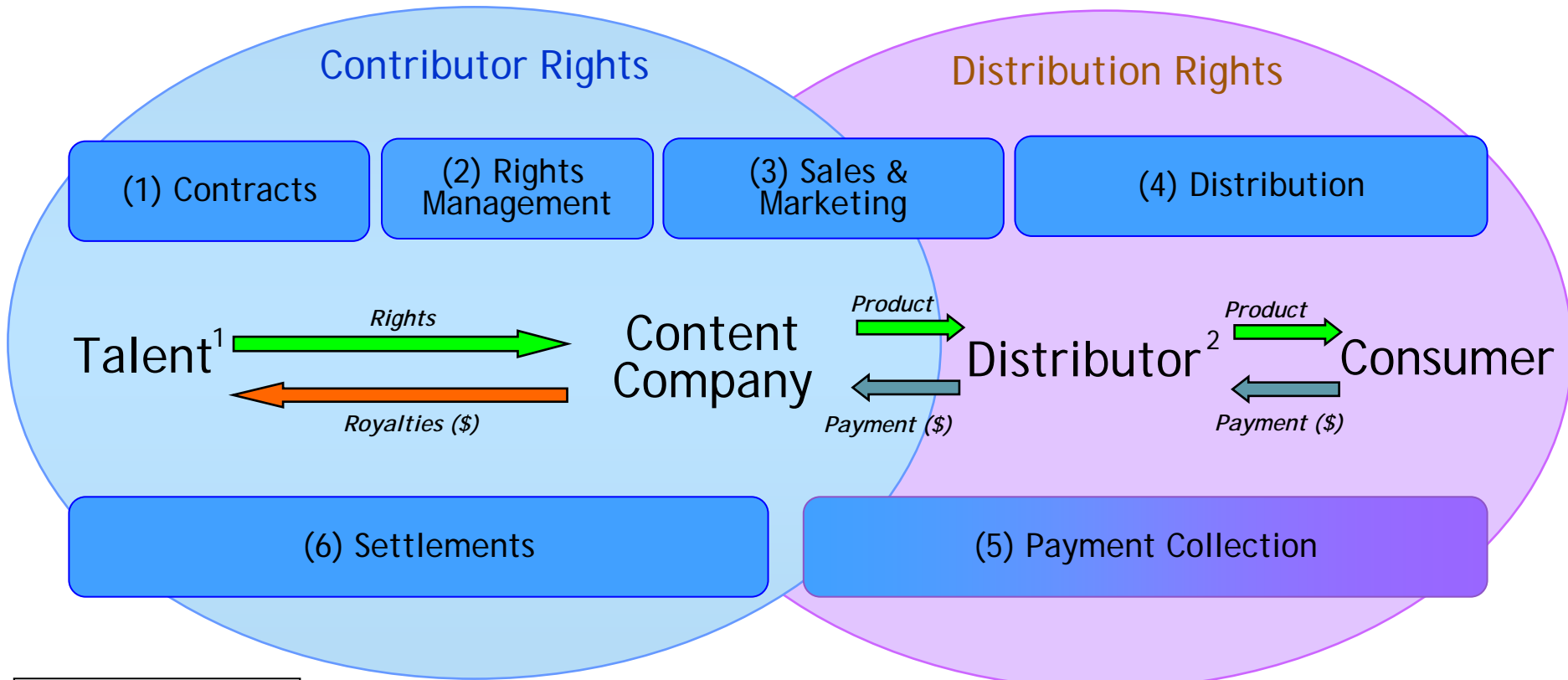
**Devices and Device  
Operating Systems**

**Content Commerce Enablers**

# Digital Rights Management encompasses contributor and distribution rights and associated payments



# DRM has an important role to play in 6 key business processes

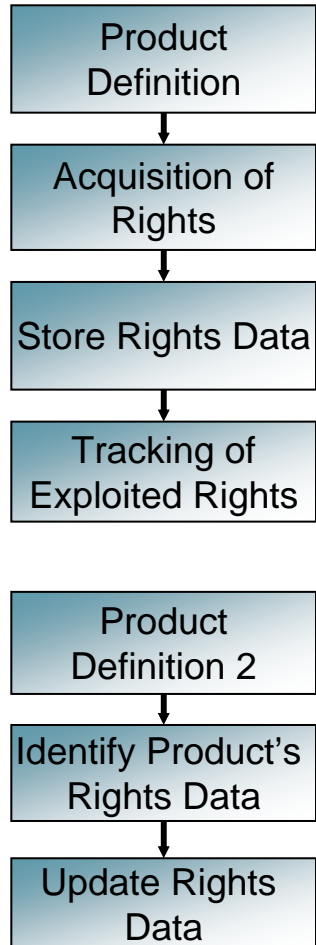


Notes:

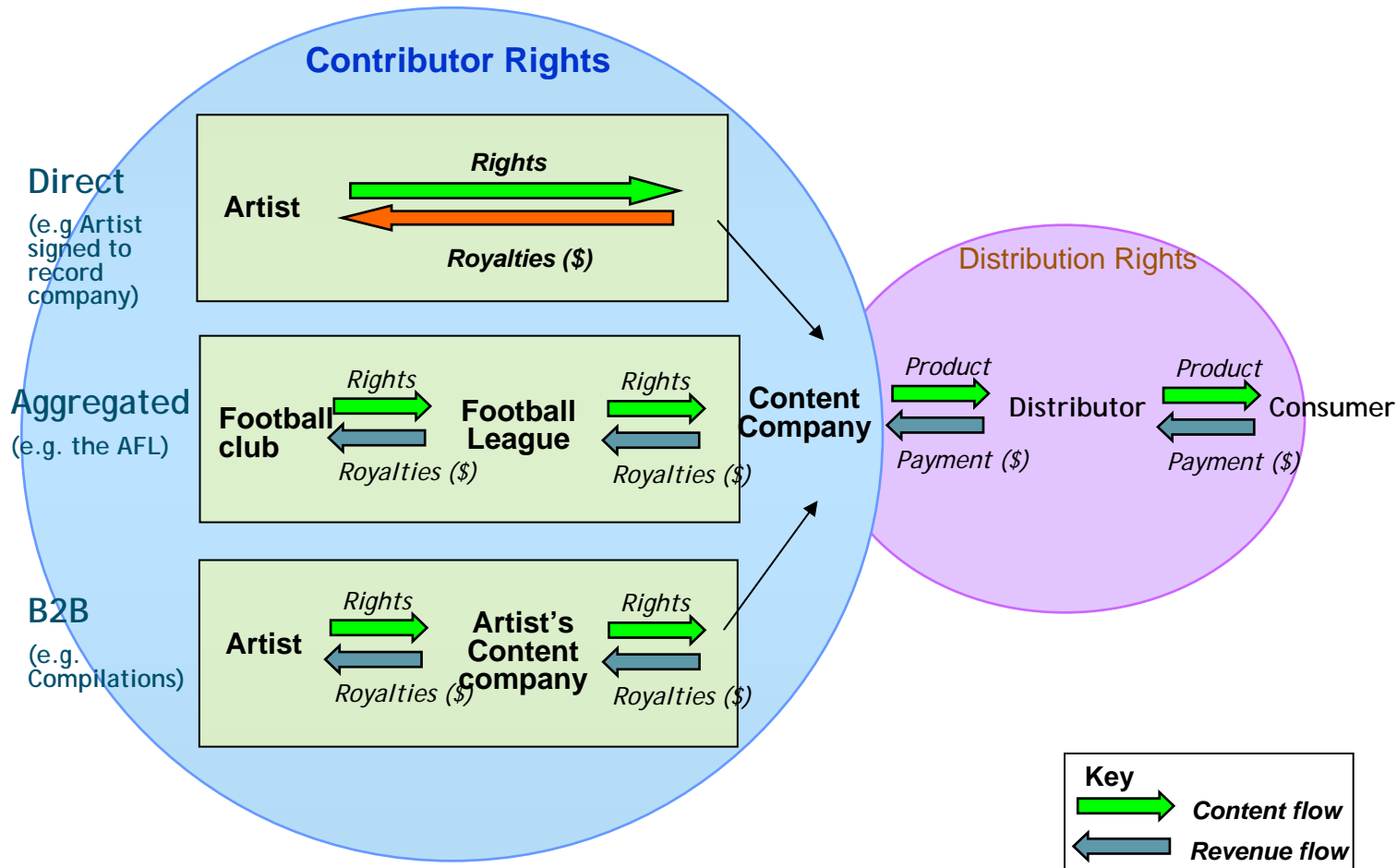
1. Talent includes content creators such as artists, composers & songwriters
2. Distributor includes retailer, DSP or - with performing rights - licensee e.g. broadcaster

# The landscape for contribution rights changes significantly between contributor models, however the framework still applies

## Contributor Functions



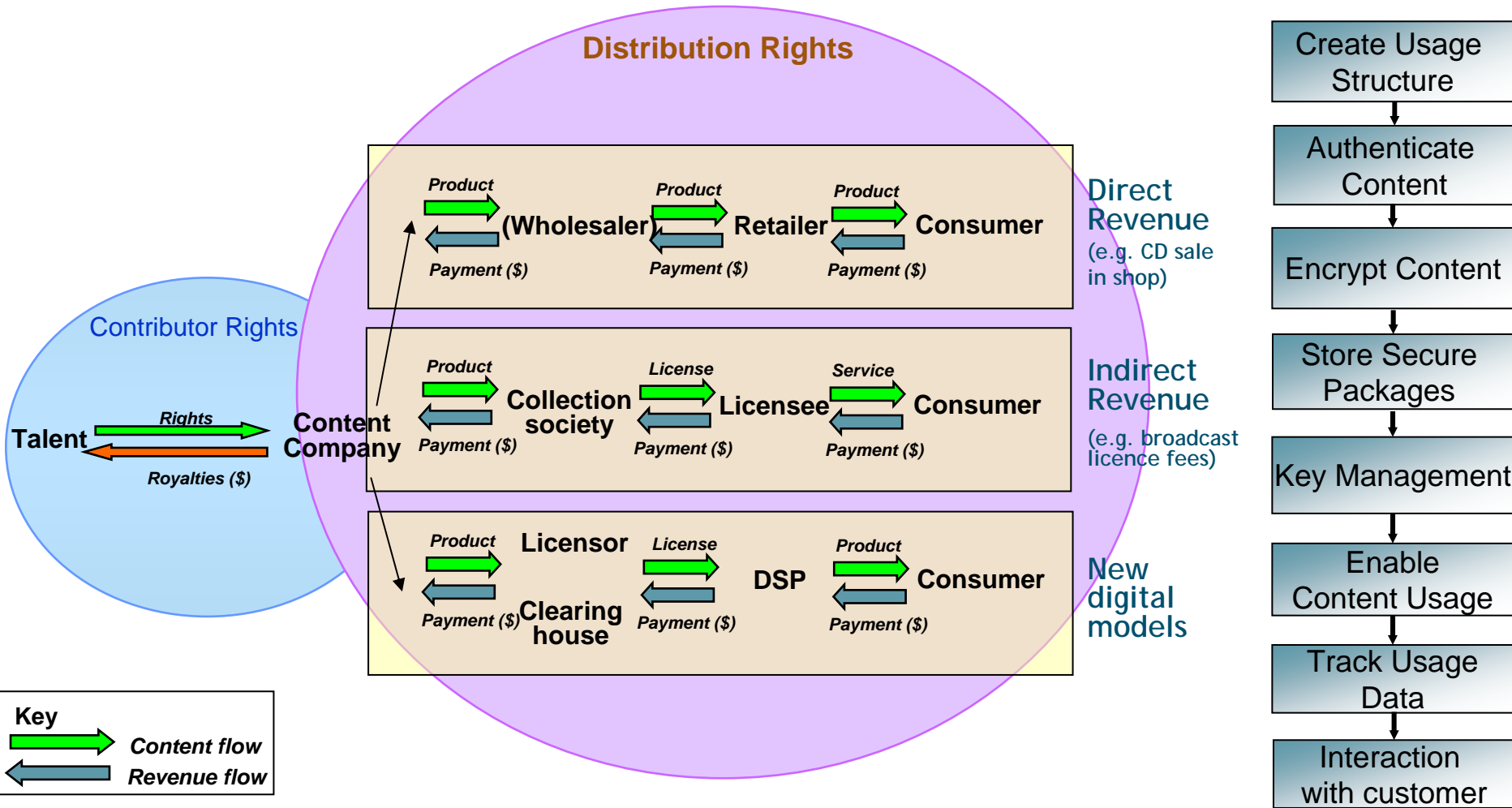
## Contributor Rights Models



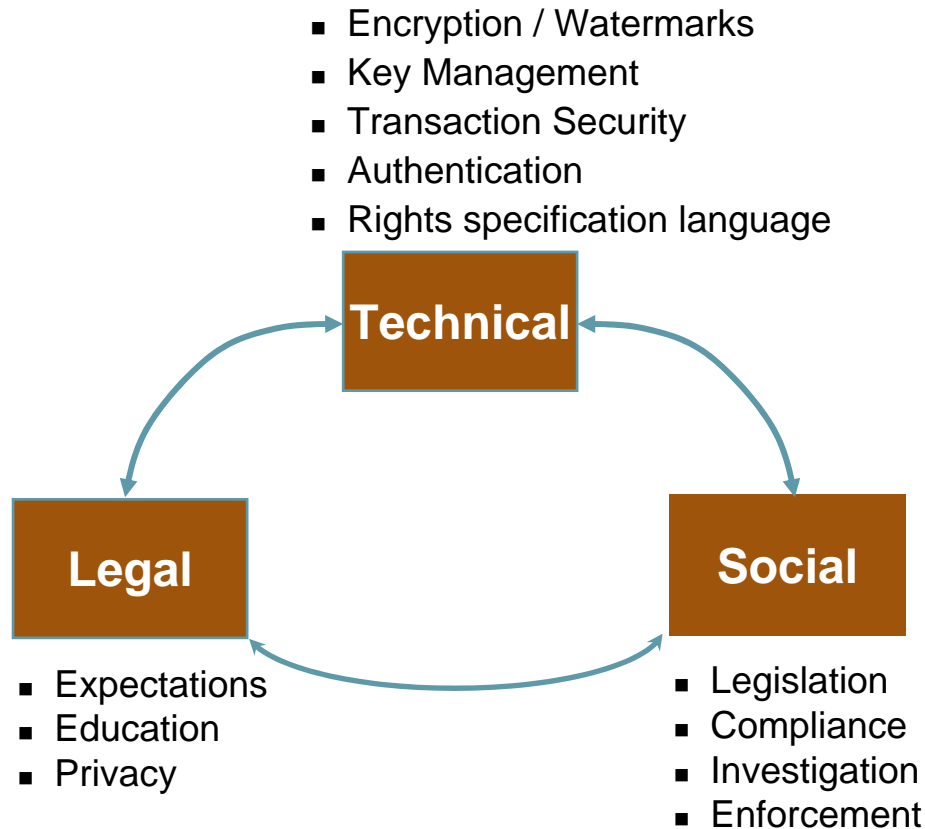
# The landscape for distribution rights changes significantly between distribution models, however, the framework still applies

## Distribution Rights Models

## Distribution Functions



# DRM is about more than Technology



# Summary observations

- DRM is not just about technology;
- DRM needs DAM to be effective;
- DRM will not solve piracy;
- DRM has the potential to re-shape aspects of commerce;