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Digital Rights: Management & Co-operation

Better Strategies More Co-operation or Something Else

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13 October 2004

In the knowledge economy Digital Content drives change to traditional business models

Distinguishing features of digital content

- easy to duplicate with no loss of quality
- easy to compress
- easy to distribute

Necessary elements of a digital content business

- digital content - premium and other
- devices for access and storage
- infrastructure for communication and distribution
- affordability

Infrastructure

Examples: Internet, subscription tv, broadcast tv, DSL, cable, wireless, satellite, FTTH,

Issues:

- for communication and distribution
- speed of connections
- reliability and security
- availability (eg broadband penetration, FTTH issues)
- Metcalf's law ($\text{users}^2 = \text{utility of a network}$)

Devices

Examples: PC, PDA, STB, PVR, DVR, laptops, mobile phones, televisions, “Media Center”, X Box, iPod, servers, consumer electronics, digital cameras, GPS, CA systems

Issues:

- devices to be robust to allow use in many present/future business models
- interoperability and compatibility of devices with content
- legal devices can promote unauthorised use - or prevent it....
- Moore’s law (computing power doubles every 2 years)

Content

Examples: IP telephony, videoconferencing, multichannel TV, offline products (CD, DVD), music/video streaming, VOD, ringtones, online games (one or multiplayer), email including data transfer, software, DRM applications - encryption, security and (micro) payment systems

Issues:

- expensive production, cheap duplication
- each product is endlessly available
- demand and advertising timelines are shrinking
- price points and payment methods
- affordability and accessibility



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