

DRM – Digital Rights Management

Musings and ramblings

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CILIPS DPC Forum

Glasgow Metropolitan College

Thursday 19 October 2006

Risk!



70

A blue circular speed limit sign with a thick blue border and a blue vertical post. The sign is set against a light blue gradient background.

Risk!



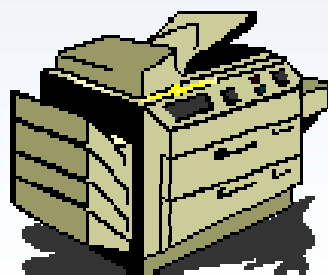
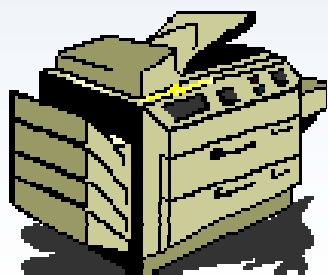
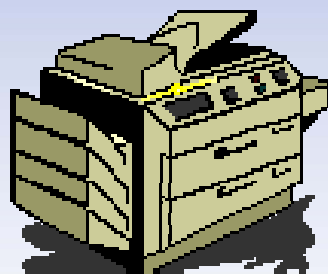
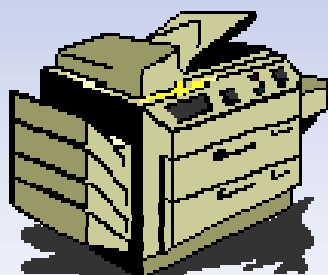
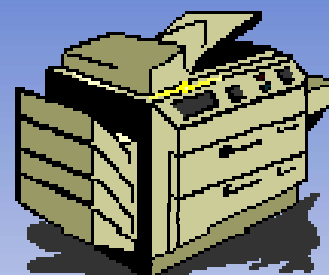
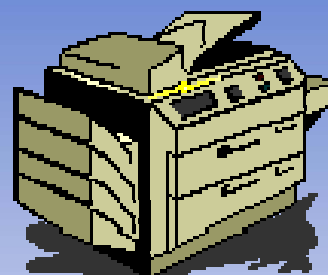
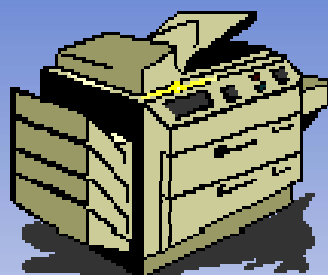
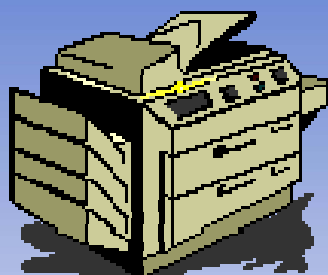
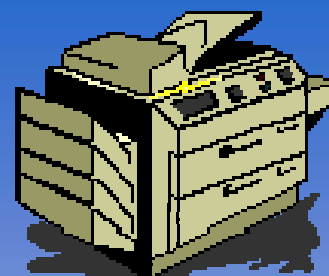
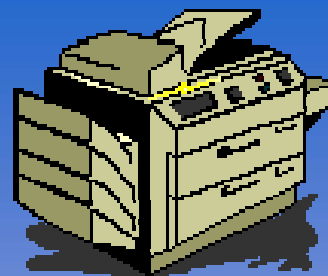
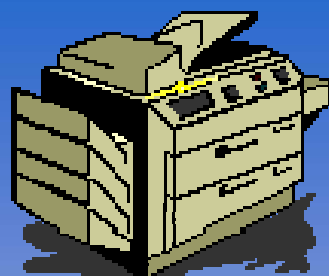
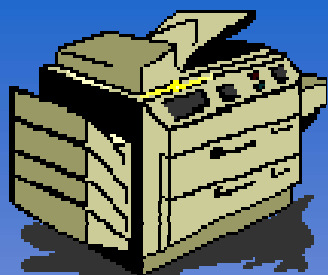
70

A blue circular speed limit sign with a thick blue border and a blue vertical post. The sign is set against a light blue gradient background.



Risk!





Risk!

Manage the Risk!



© Licences

© Policy

© Education

Some recent headlines

- **AA pays £20m to settle map copyright row**
- **War declared on Internet music pirates**
- **Chinese only wanted Rover IPR**
- **Vatican invokes Papal copyright**
- **£1 million legal bill rocks a musical institution**
- **Mobile phone tones “rob musicians of royalties”**
- **Writers to sue Google over copyright**
- **Olympic copyright law on right track**

Playing Catch-up

1956 Copyright Act	Banda, Gestetner. Live Radio and TV
1956 – 1988 Developments	Computers, Photocopiers, Audio and Video recording
1988 Copyright Act	Photocopiers and Video recording
1990 – 2006 Developments	Computers, Digital Cameras, Digital Photocopiers, Scanners, MP3, CD-ROM, CD burners, DVD, DVD burners, WWW, ZIP drives, Memory sticks, podcasts, vodcasts, blogs, listen again, streaming

© in the Digital World

- © Scanners – Scary movie or scary in the library?
- © WWW – what wonderful websites?
- © E-mail – potential for disaster
- © CD-ROM – more potential for more disaster
- © Intranets – Just as contentious as their big brother (sister)
- © E-books – easy-to-copy books?
- © VLE – virtual licence to encroach?

© in the Digital World

Scanners

- © Should be treated with great care
- © Very faithful reproduction can be made
- © Manipulation is possible = potential problems with **moral rights**
- © Should there be a scanner in a library?
- © Unless it's your own material, you need permission to scan

© in the Digital World

World Wide Web - 1

- ©WWW – What wonderful websites?
- ©Multiple copies of printouts? – I don't think so! – but then again, maybe you can!
- ©WWW is not covered by any blanket licence – nor is it likely to be
- ©The website host may not be the rights holder

© in the Digital World

World Wide Web - 2

- © Read the copyright statement
- © Take care with deeplinking
- © Material that appears on the Web may be freely available, but it is not always free to copy
- © Websites are definitely protected by copyright and may also be protected by database right

© in the Digital World

E-mail

- © E-mail is a **literary work** which may also carry with it **artistic works** (graphic images), **tables** (databases) and if the system is strong enough, moving images (**film**). It may also carry **music**
- © E-mail can also be printed (**reproduction right**)

© in the Digital World

CD-ROM

- © **Print** (Literary work)
- © **Photographs, charts, illustrations, drawings** (artistic works)
- © **Video clips, animation** (film works)
- © **Sound** (sound recording, musical work and literary work)
- © **Database** (database right)

© in the Digital World

E-Books

Be aware of the contract which accompanies an e-book – does it cut across your legal rights according to the CDPA 1988?

© in the Digital World

Virtual Learning Environments

Potentially big problem area –
please take particular care

Just because it's easy and quick to transfer text, images and sound from what may be cleared materials in the "analogue" environment to the digital environment, doesn't make it legal

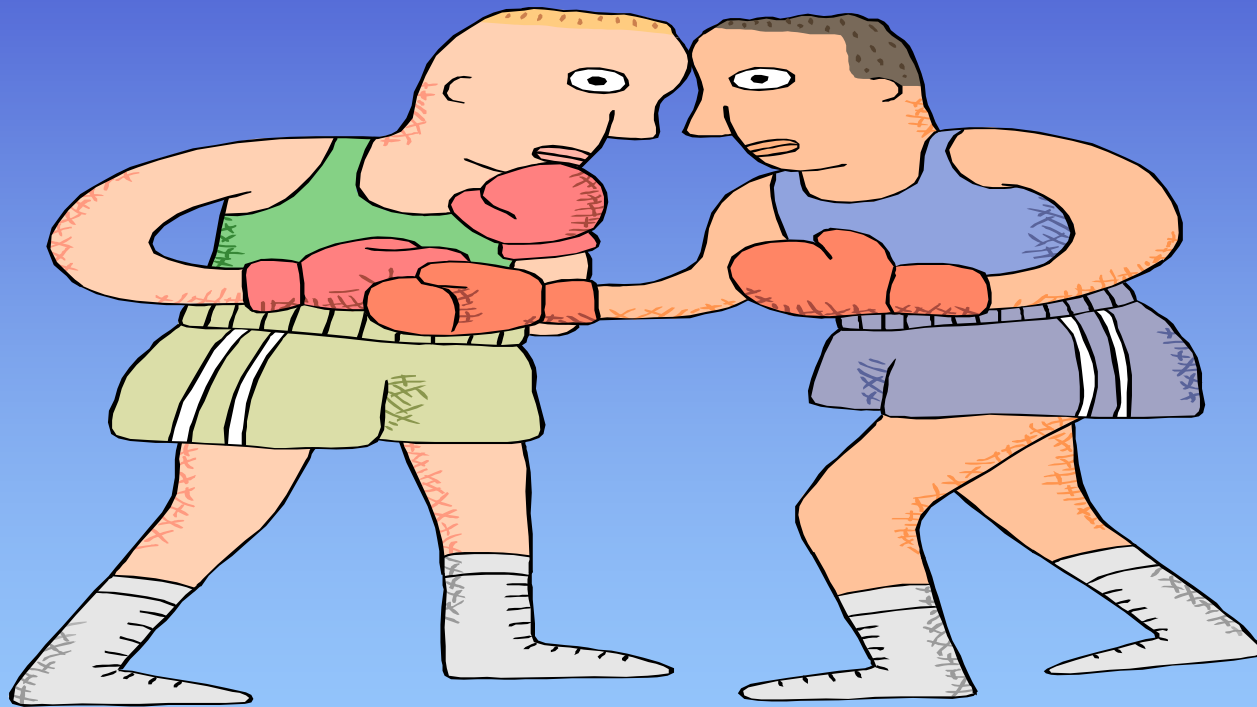
Electronic © - What is being done?

- © **Watermarking**
- © **Encryption**
- © **Click licences**
- © **Disabling Print facility**
- © **Timed licences**
- © **Unique identifiers**
- © **Compression**
- © **Levels of authentication**

Electronic © - Who's doing what?

- © **CLA** – Trial licence for photocopying and scanning
- © **ERA** – Licence holders may digitise video clips onto intranets – watch this space for ERA Plus
- © **NLA** – Yes, at frighteningly high cost
- © **MCPS** – essential if music is being transferred

FE and CLA's trial digitisation licence

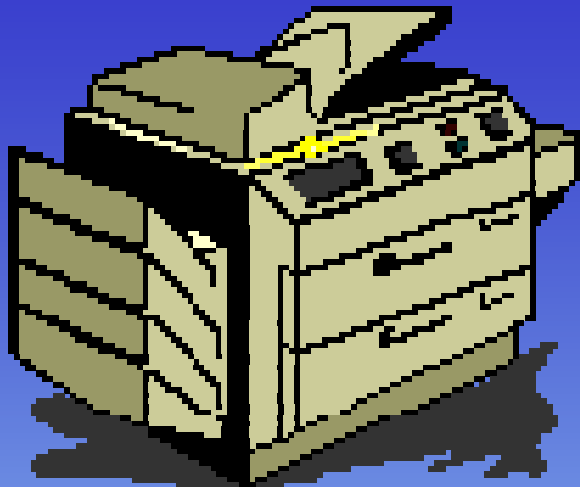




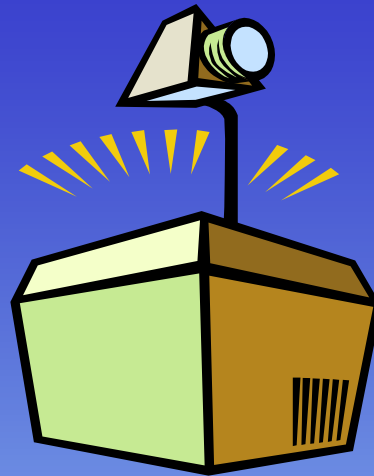
Actual to Virtual
Sublime to Ridiculous?

How did we get here?





**Paper
To
Paper**



**Paper
To
Acetate**

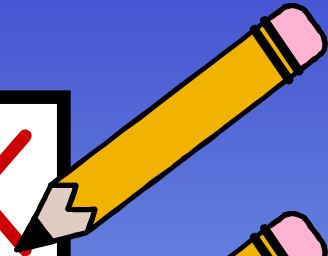
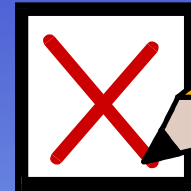


**Paper
To
File**

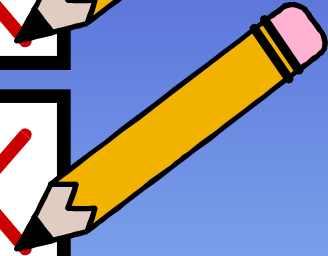
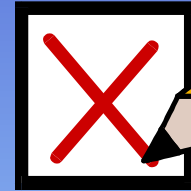
What can we do?

What we can't do

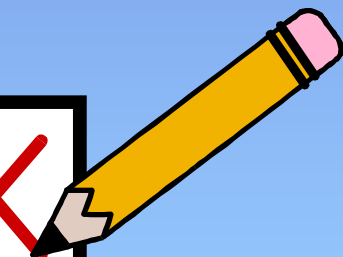
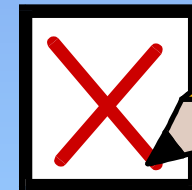
Copy from web sites



Copy from CD-ROMs



Edit, amend,
manipulate, add to
or delete from digital
copies

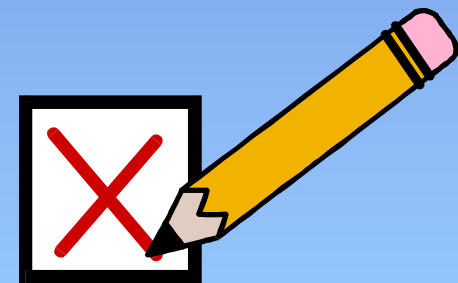
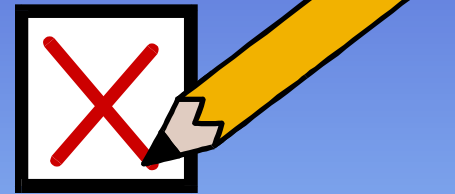
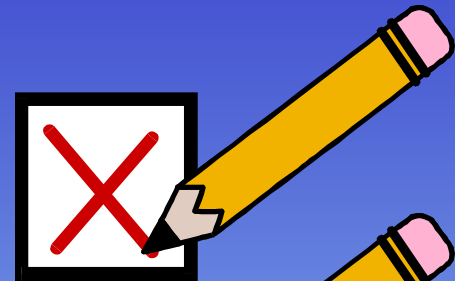


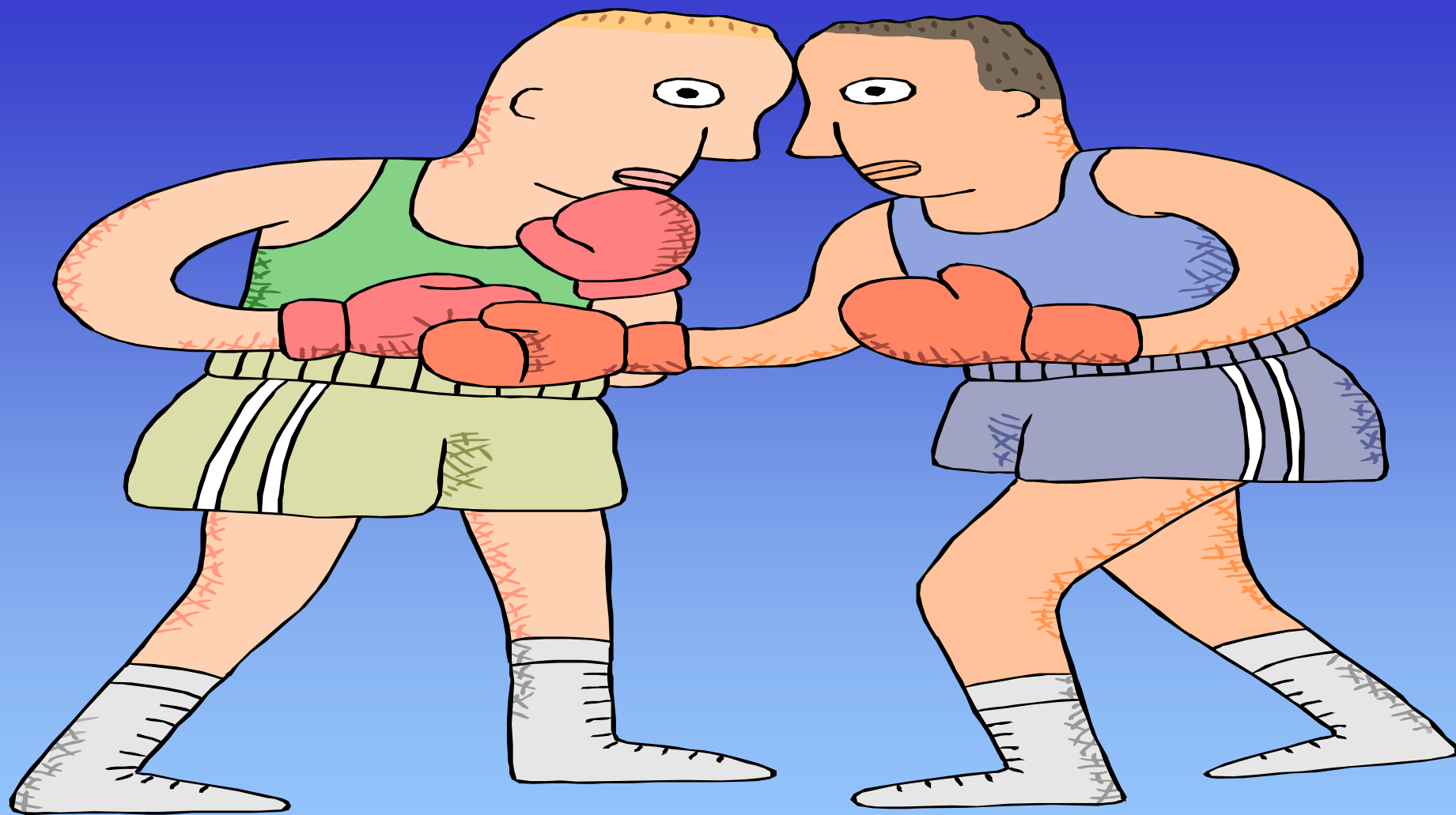
What we can't do 2

No placing on WWW

No public links

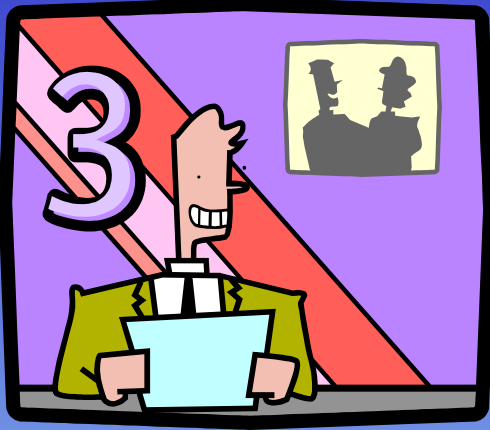
Copy, disseminate,
publish, communicate
or make available,
repackage, distribute





FE and HE

ERA



**Record
Licensed
programmes**



**Make
copies**

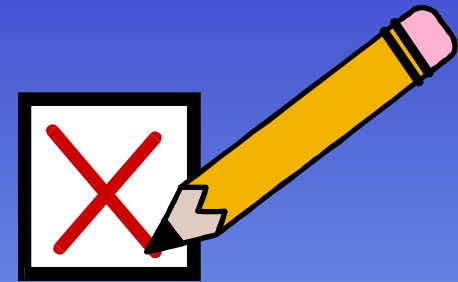


**Digitise
and view
in college**

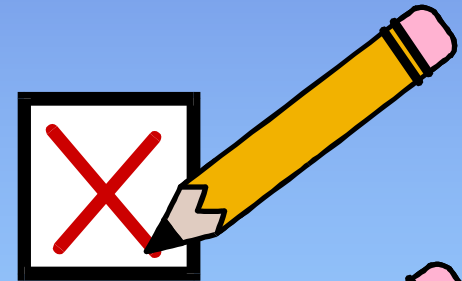
What can we do?

What we can't do

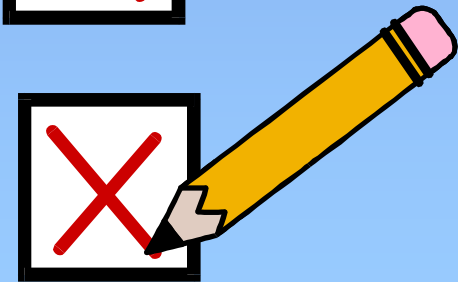
Allow programmes
to be viewed outside
college building

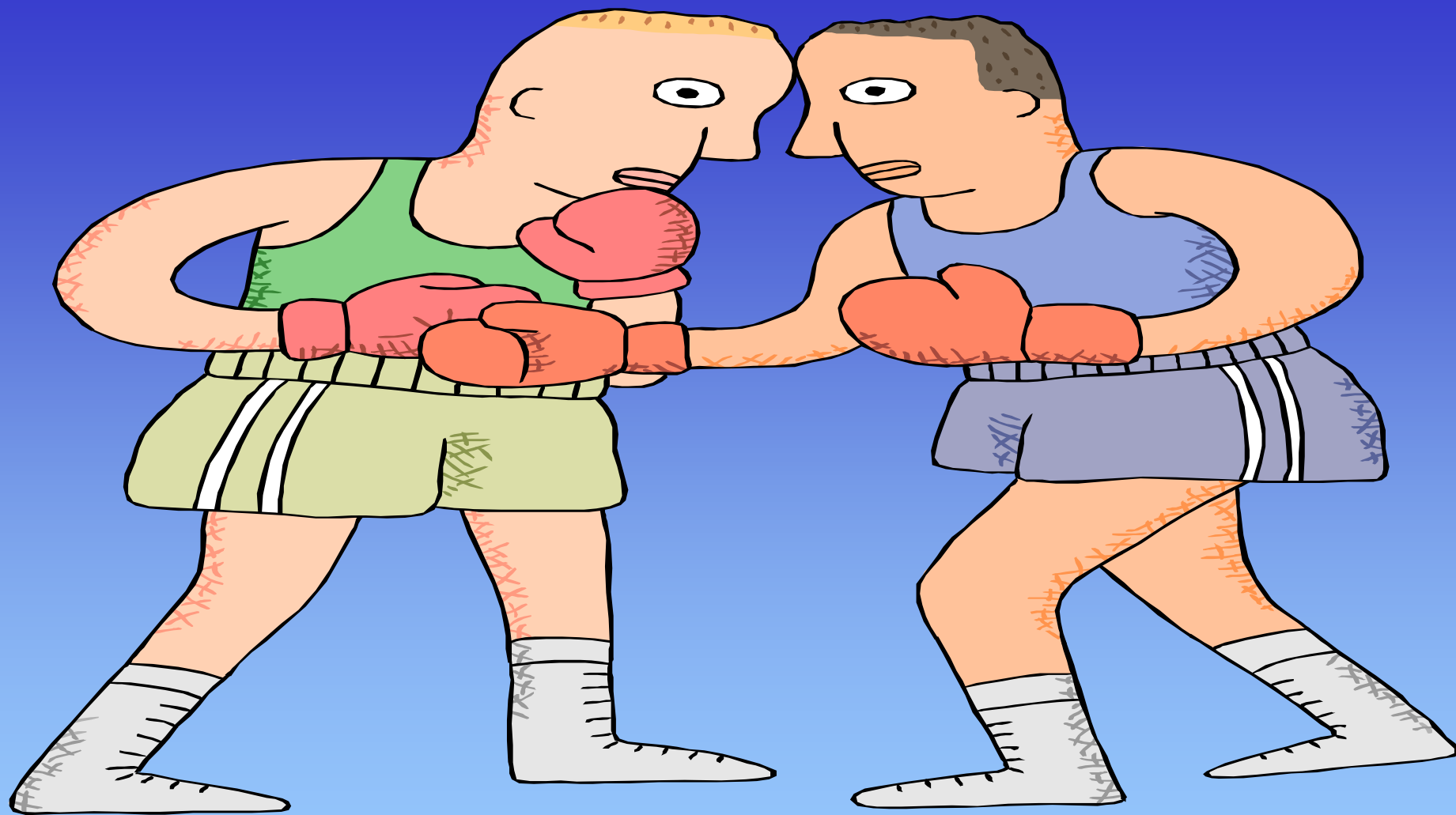


Copy bought content



Post to WWW



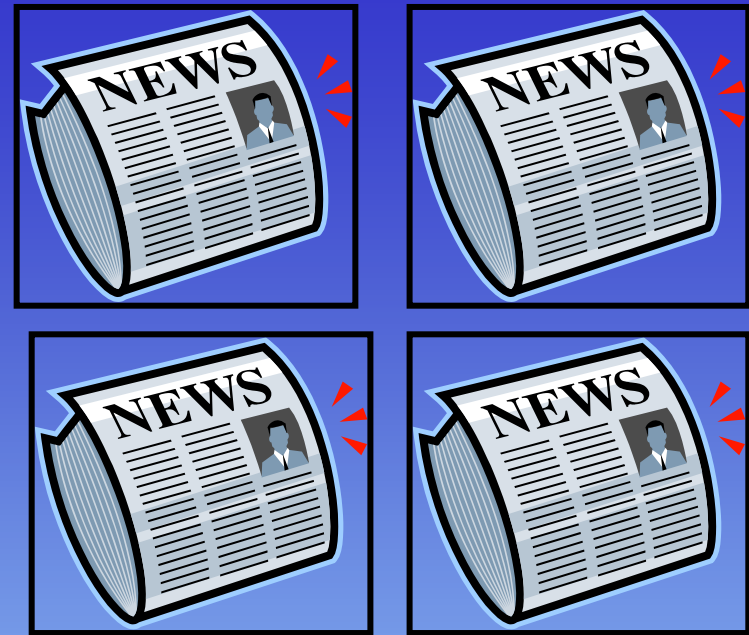


FE and HE

NLA



**Copy editorial
but not ads or
photos**



**Make
copies**

What can we do?



Who's watching who?

Who's counting?

Who's monitoring?

Who knows what's being done?

How will surveys be done?

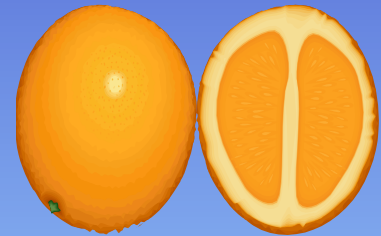
The Future is



Bright?



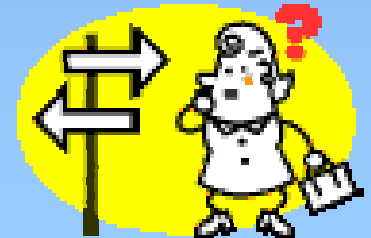
Orange?



More
expensive?



More
complex?



The Future is bright – the future is digital

- Digital replaces analogue
- Digital = pay
- Digital can be monitored
- Digital can be controlled= pay per view
- Digital = contracts/licensing
- Contracts/licensing = loss of exceptions
- Loss of exceptions = loss of flexibility

Digital Rights Management

Management	Digital
of Digital	Management
Rights	of Rights

Management of Digital Rights

- **Digital objects need to be managed**
- **Objects need to be identified**
- **Objects have rights (copy, publish etc)**
- **Objects need metadata**
- **Objects need common rules**

Digital Management of Rights

- **Rights must be executed and enforced**
- **Execution**
 - Secure containers
 - Encryption
 - Signature and Key Management
 - Rights Expression Languages
 - Watermarking
 - Fingerprinting
 - Access control

You need both parts

- **You can't have Management of Digital Rights without the Digital Management of Rights!!**
- **Setting the level is going to be very difficult – Rolls Royce or Mini?**