DRM – Digital Rights Management

Musings and ramblings

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Dundee College

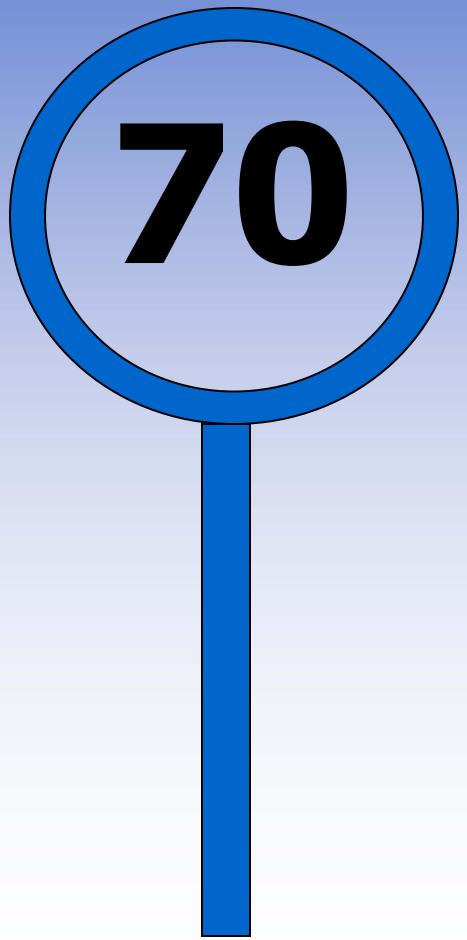
Association of Scotland's Colleges

CILIPS DPC Forum

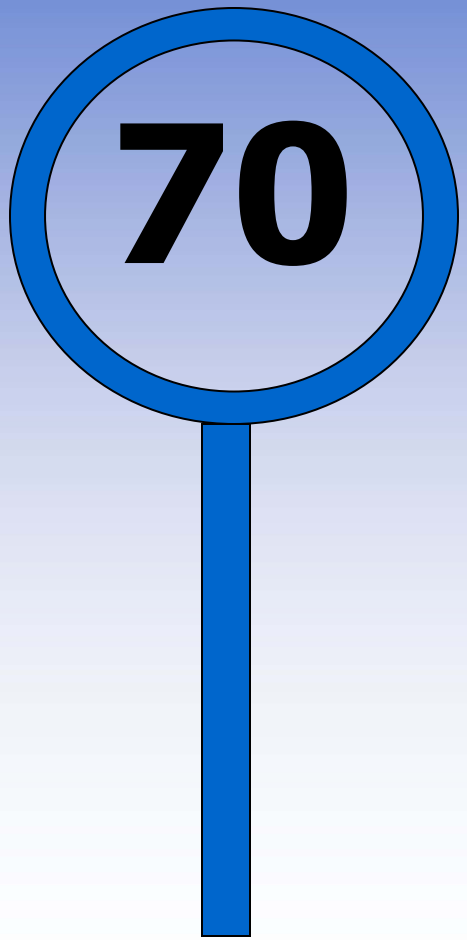
Glasgow Metropolitan College

Thursday 19 October 2006

Risk!



Risk!



Risk!

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

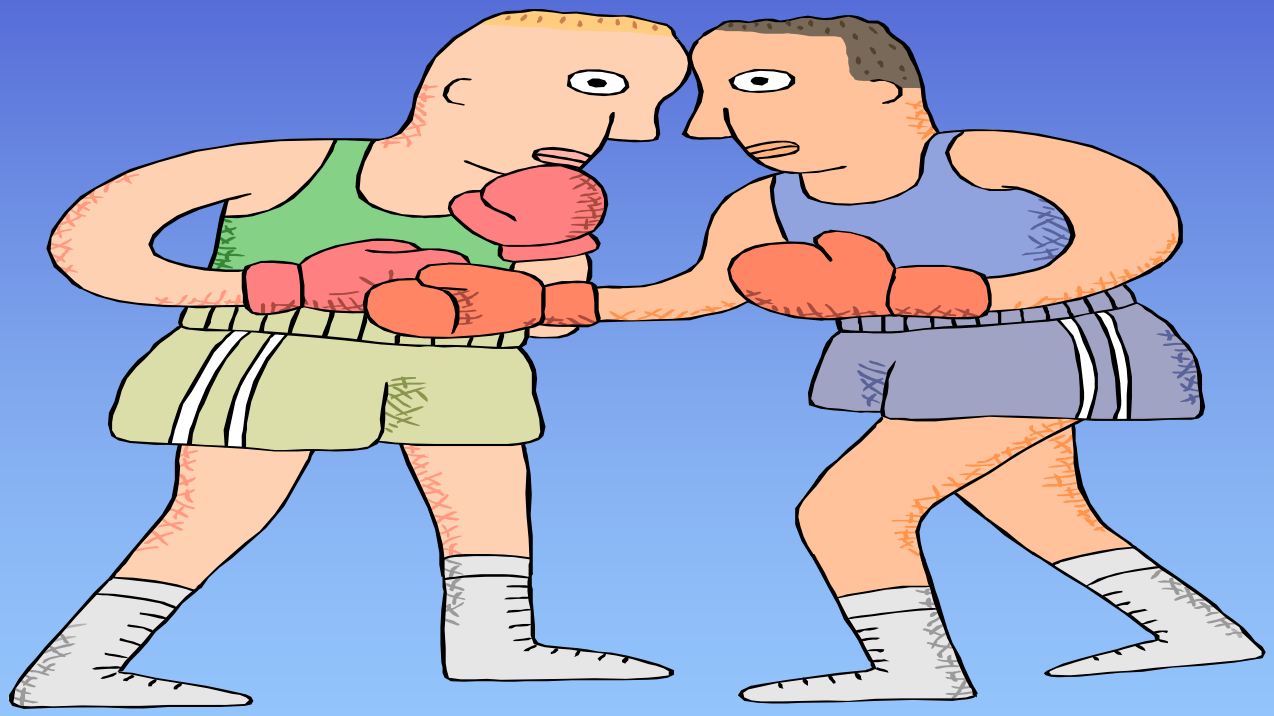
Electronic © - What is being done?

- © 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

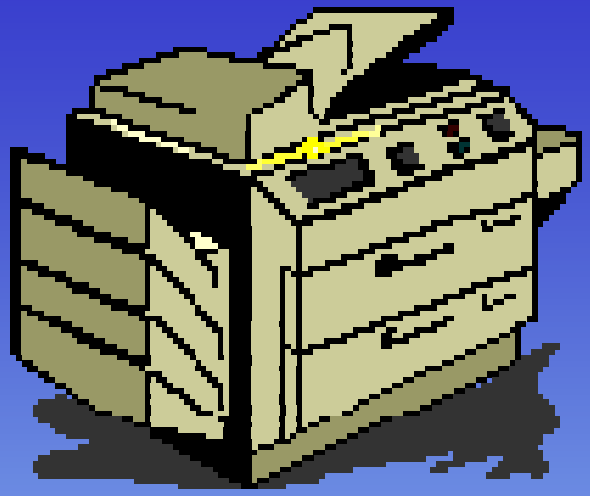
FE and CLA's trial digitisation licence

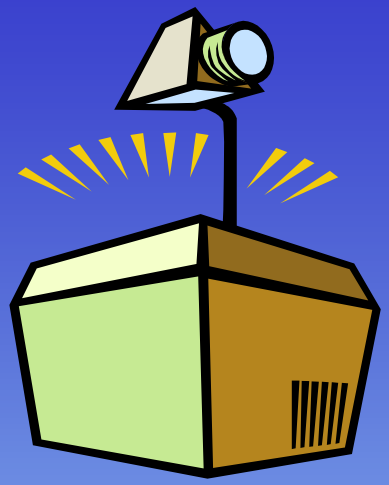


Actual to Virtual

Sublime to Ridiculous?

How did we get here?





Paper To Paper

Paper To Acetate

Paper To File

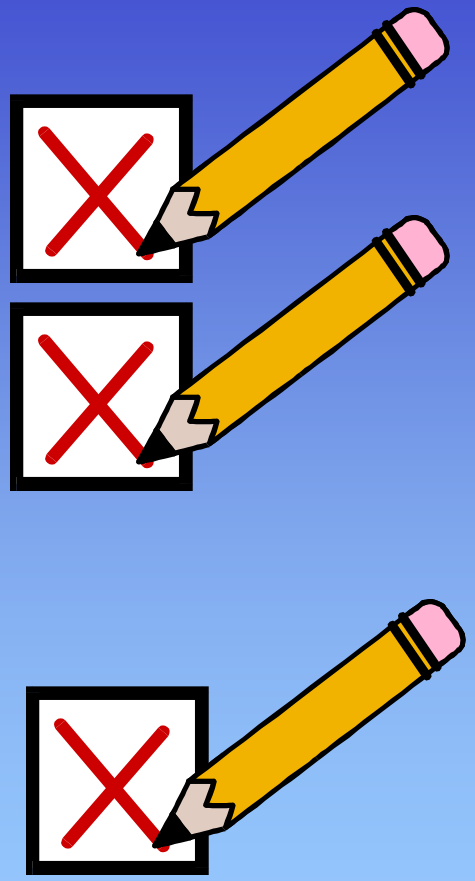
What can we do?

What we can't do

Copy from web sites

Copy from CD-ROMs

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

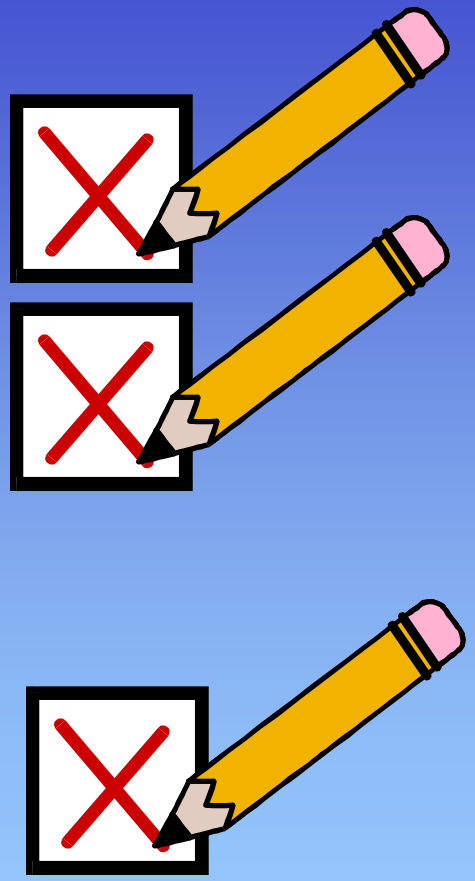


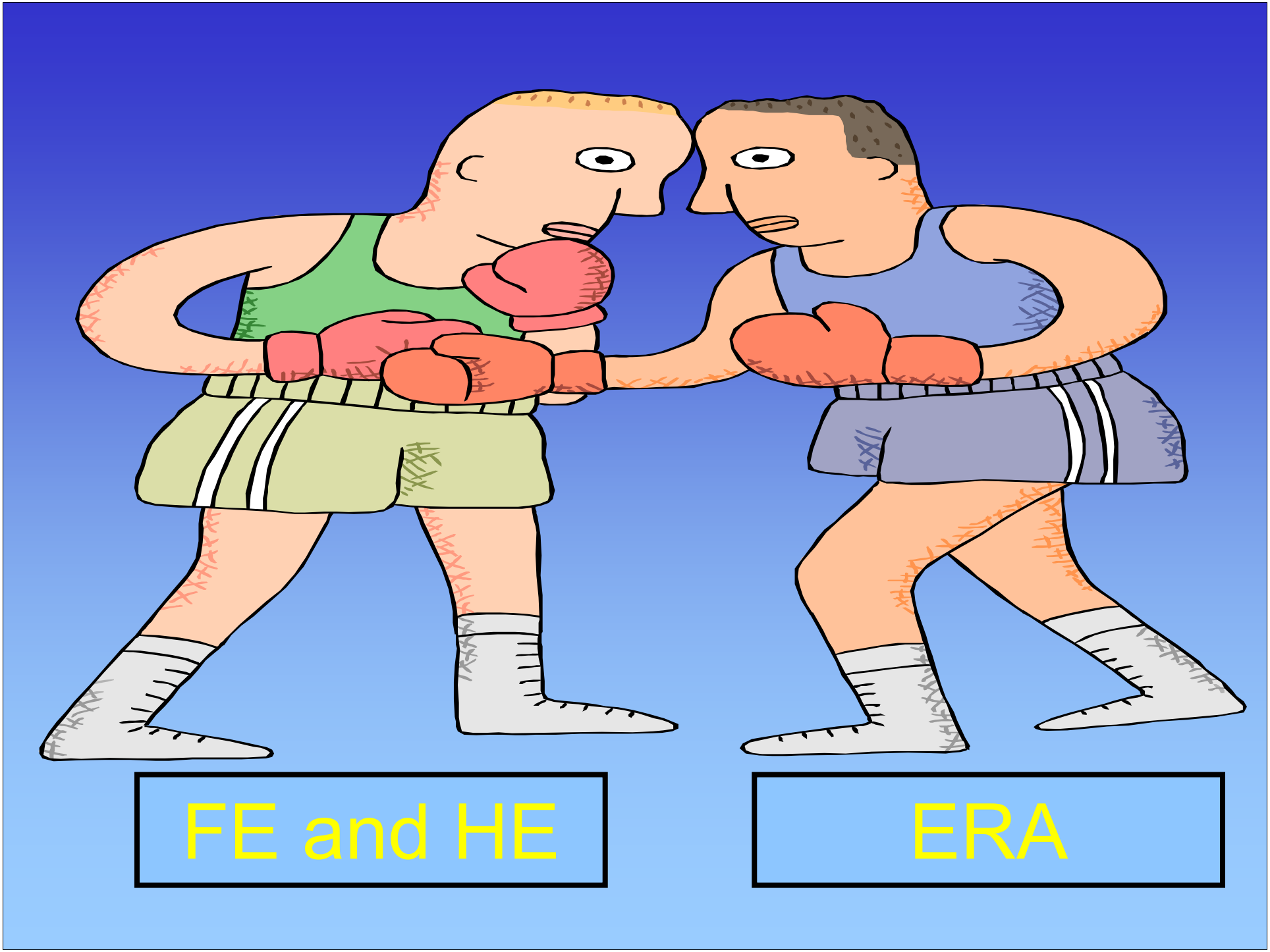
What we can't do 2

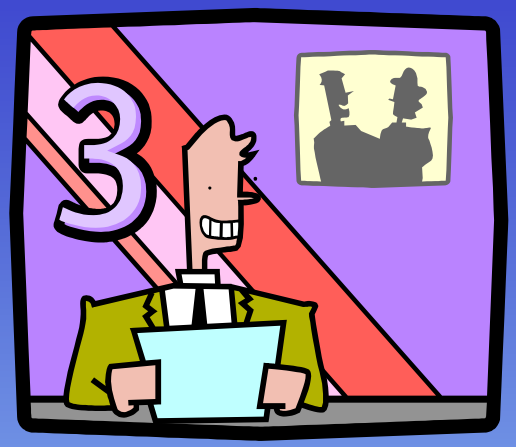
No placing on WWW

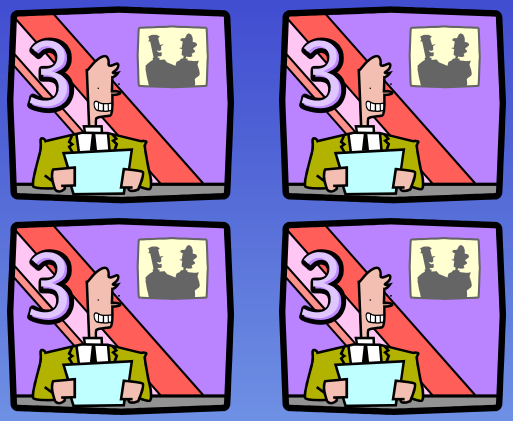
No public links

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




FE and HE
ERA





Record Licensed programmes

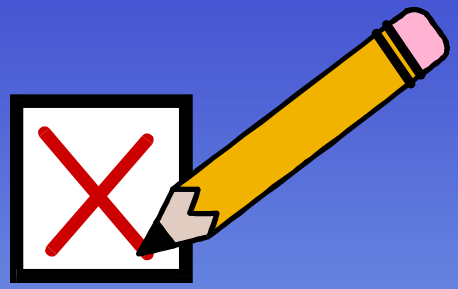
Make copies

Digitise and view in college

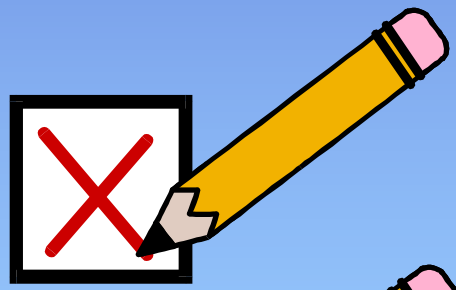
What can we do?

What we can't do

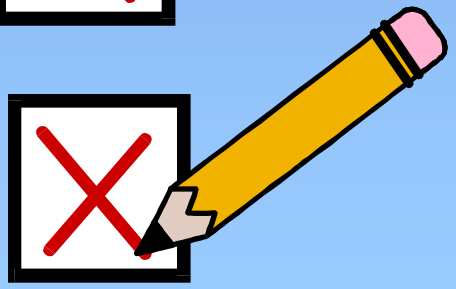
Allow programmes to be viewed outside college building

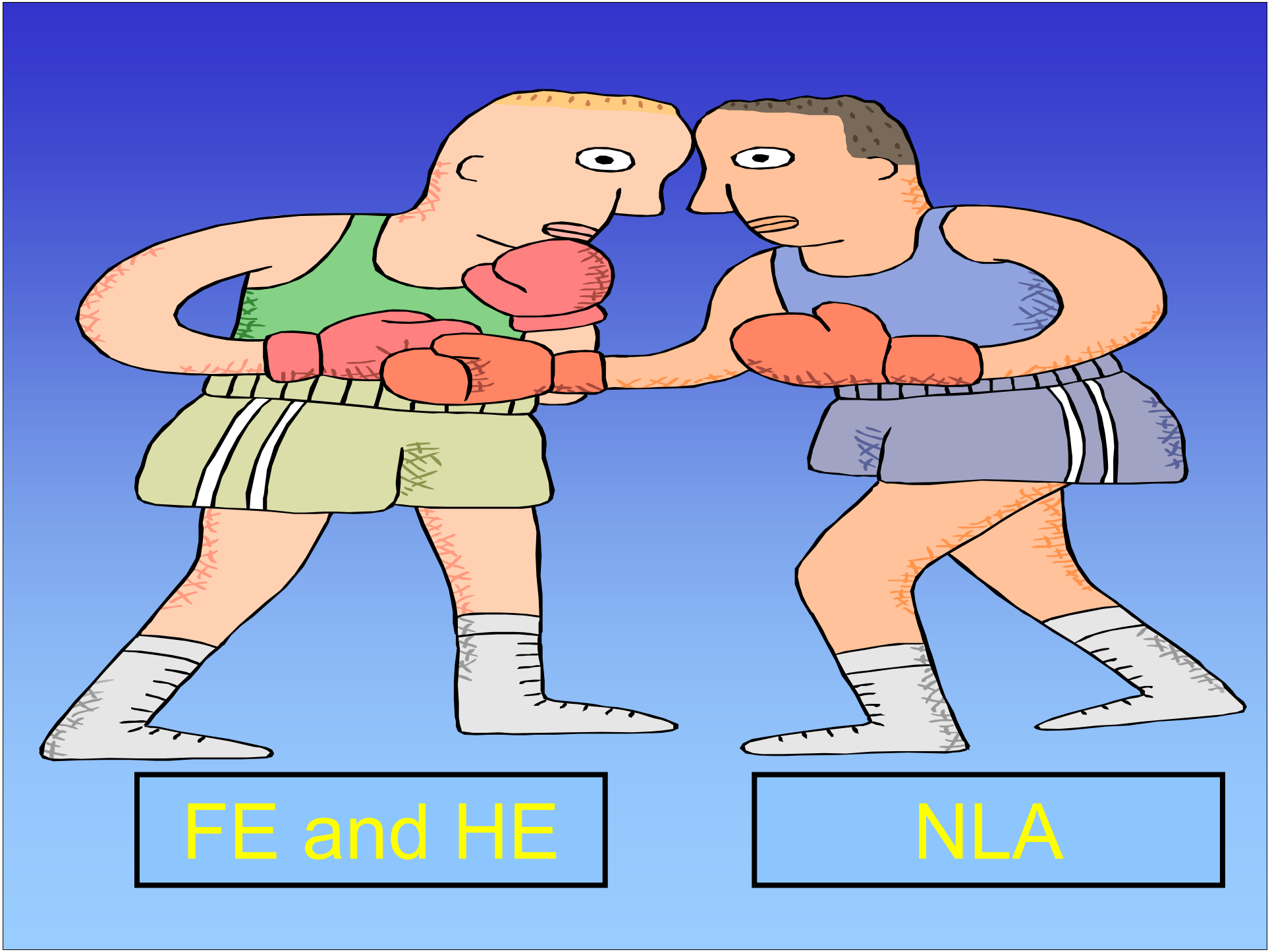


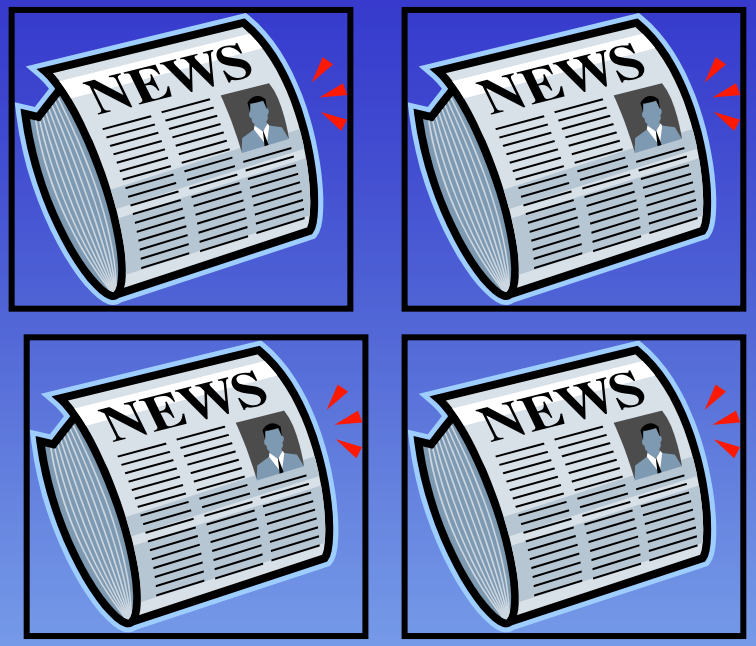
Copy bought content



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?

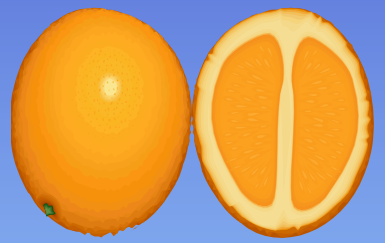
Who's monitoring?

Who knows what's being done?

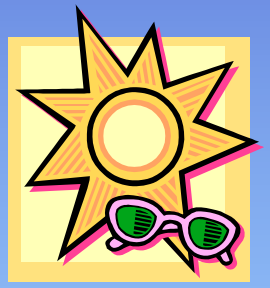
How will surveys be done?

The Future is .....

Orange?



Bright?



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 of Digital Rights

Digital Management 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?**