

A red marker with a black outline is positioned at the top left, pointing towards the center. A short, wavy red line extends from its tip.

Digital Rights Management

ED-MEDIA 2003

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A purple marker with a black outline is positioned at the bottom right, pointing towards the center. A long, wavy purple line extends from its tip across the bottom of the slide.

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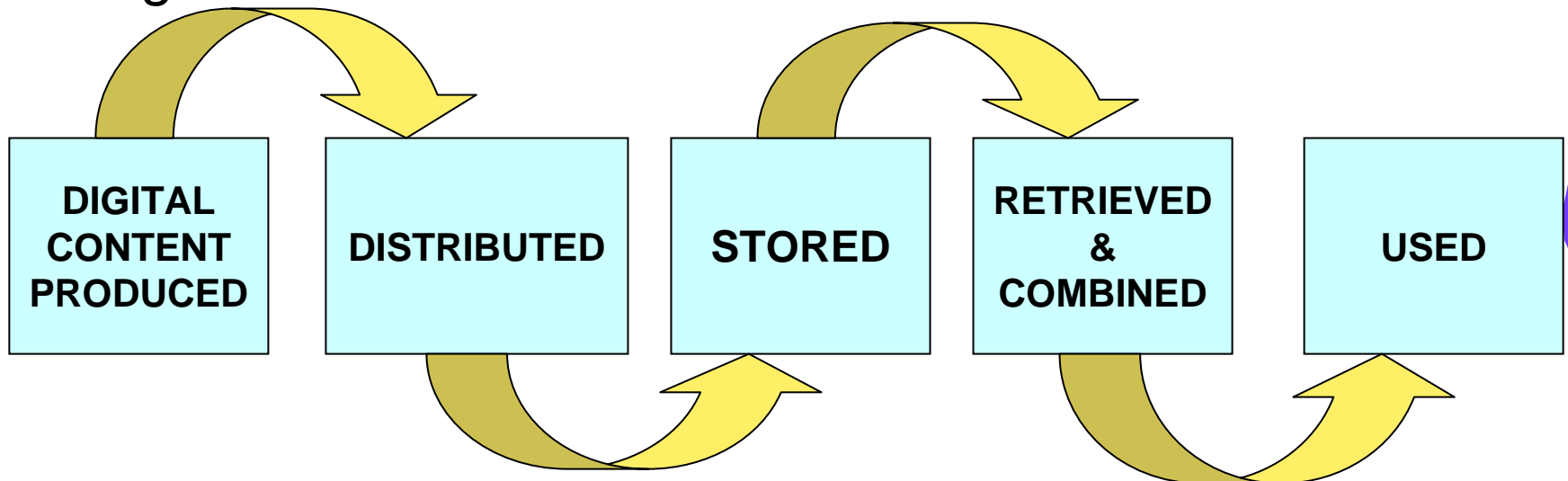


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Digital Rights Management

- **Digital Rights Management is**
 - *the process of defining, tracking and enforcing permissions and conditions through electronic means and throughout the content lifecycle.*
 - *Digital management of rights, not management of digital rights*



Permissions and Conditions

- **Rights** define what you are permitted to do with digital content
- **Conditions** define when and under what circumstances you can do it
- Example:
 - Permission: You may use software
 - Condition: Provided you have paid for the license.
- Example:
 - Permission: A user may download a PDF file
 - Condition: Provided the user is an association member
 - Condition: And the user does not re-distribute the file
- Example:
 - Permission: You may use my joke in your presentation
 - Condition: You tell it well
 - Condition: You give me credit



Technology and Rights

- Rights are legal, ethical and moral constructs.
- People, not software, grant rights.
- However ... technology can define and enforce *de facto* rights by permitting or preventing actions (intended or not)
- Technology can also
 - Record, store, transmit, display rights
 - Take actions dependent on rights
 - Authenticate users, verify certificates, etc.
- This last is DRM



How Most People View DRM

- Enforcement of copyrights and licenses
- At the point of consumption
- Using roll-based authentication
 - Example: *Anyone logged on from an IP address belonging to University X may download an electronic journal to which University X subscribes*
 - Example: *You need to know the password to open the following PDF file:*
http://workshops.eduworks.com/edmedia2003/docs/cannot_open.pdf *(The password is edmedia)*



Adobe Acrobat Screenshot

