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Digital Content Management and Protection Standardization in JTC1

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DCMP DEAD?

The news on cooperation between Amazon.com and Sony BMG early this year:

The Sony BMG deal was significant for Amazon because the e-commerce giant now has all four major music labels, along with thousands of independent ones, selling songs without DRM technology.



DCMP: State of Arts

Definition of DCMP:

Digital Asset Management; Web Content Management;
Enterprise Content Management; etc
All these point to the control of right

Definition of Digital right management:

Many existing DRM definitions,
But the definition of DRM is still missing!



DCMP: State of Arts

DCMP technology:

A huge amount of technologies provided

- **Fingerprints**
- **Watermark**
- **XrML**
- **etc**



DCMP: State of Arts

DCMP systems:

Many existing DCMP systems

- **Data reference model**
- **Microsoft**
- **Apple**
- **etc**



DCMP: State of Arts

DCMP and DRM Standards:

A number of DCMP standards developed

- **IPMP** intellectual property management and protection
- **Oma** Open Mobile Alliance
- **DMP** Digital Media Project
- **etc**



DCMP is not DEAD, But it is Evolving

From over zealous to unobtrusive

Become more friendly to end users



DCMP Interoperability

The interoperability work has been taking care

- **Corale**
- **Marlin**
- **etc**

Are these enough?



What is missing

Due to the complexity of DCMP, a open platform on international standardization level is missing!

A study on standardizing DCMP at JTC1 level needs to be taken

A platform open for all stakeholders



Why JTC1

No other place better than JTC1

DCMP is in Information technology domain

The crossover of disciplines can be solved within JTC1



Why JTC1

In the approved JTC 1 Long Term Business Plan (JTC1N7974), it states:

“As a conclusion, JTC 1 recognizes that the future infrastructure for ICT standardization will be a network of cooperating standards bodies, consortia/fora and other specification developing organizations. Therefore, JTC 1 will establish itself as the moderator of this network with the objectives:

- **to establish transparency of the ongoing work,**
- **to avoid, to the maximum extent possible, overlapping or competing activities,**
- **to smoothly transpose consortia/fora work into International Standards. ”**



What can be achieved in near future

Establishes a Study Group on Digital Content Management and Protection to understand the current state of standardization and to explore a possible role for JTC 1. The Study Group will have the following terms of reference:

- **1) Define the scope of Digital Content Management and Protection**
- **2) Assess, via an inventory, the current state of standardization in DCMP within JTC 1 and in other SDOs and consortia**
- **3) Understand and document market/application segments, user requirements and the goals and challenges that must be addressed**
- **4) Deliver recommendations to JTC 1 on possible actions to be taken**
- **5) Meetings of the group may be via face-to-face or by electronic means with an emphasis on electronic meetings scheduled at times fairly distributing hardships.**



What can be achieved in near future

Membership in the Study Group will be open to:

- **1) JTC 1 National Bodies, Liaisons, AROs and PAS submitters**
- **2) JTC 1 SCs**
- **3) Members of ISO/IEC Central Office**
- **4) Invited SDOs and consortia that are engaged in standardization in DCMP**
- **5) Invited experts with specific expertise in the field**



Thank You!

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