



General Thoughts on DRM's Role

- DRM is likely to remain part of the copyright landscape.
- If the public is well informed about DRM, it can exert pressure on DRM developers for more choices and more flexibility.
- DRM needs to focus on the achievable goal of making infringement relatively unattractive, by contributing to a robust market for legal content -- not the unrealistic goal of making infringement technologically impossible.

Key Factors for Comparing Different DRM

- What uses does DRM allow/enable?
 - Limited or personal copying -- e.g., time shifting, place shifting, backup/archival copies, lending/reselling.
 - Interoperability
 - Accommodating end user creativity
 - Risk of unexpected loss of access

Key Factors for Comparing Different DRM

- ▣ Collateral Impact -- separate from effect on DRM-protected content
 - ▣ Privacy
 - ▣ Computer security
 - ▣ Other impact on devices

Key Factors for Comparing Different DRM

- ▣ Transparency / Disclosure
 - ▣ Initial (pre-purchase)
 - ▣ Ongoing -- usage status reports, DRM renewals/upgrades/revocations

Other Factors

- ▣ Apparent Purpose of DRM
 - ▣ Seem reasonably necessary for facilitating new business model?
 - ▣ Or consumer lock-in?
- ▣ Comparison with Non-DRM Scenario
 - ▣ Compare capabilities to what law-abiding citizen could do with networked computer and open-format media
 - ▣ Shows technical tradeoffs/choices
