



Information Society



European Commission



# ***Digital Rights Management***

## ***eEurope 2005***

***Anne Troye***  
***Information Society***

K.Ducatel – 16/04/2004

- **eEurope Action Plan 2005 :**
  - A dynamic e-business environment
- **Mid-Term Review – Feb 2004 :**
  - DRMs : importance of an interoperable DRM infrastructure to foster new on-line content and services
- **Mobile Broadband Services – June 2004:**
  - DRM systems and services for distribution of content over mobile communications



# Legal Framework

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- **Directive 2001/29 of 22.05.2001**

Harmonisation of certain aspects of copyright and related rights in the information society

- Article 7 : Obligations concerning rights-management information
- Article 6 : protection of technological measures and rights management information
- Article 5.2.b : Consideration of application or non-application of technological measures with respect to fair compensation for private use (...)

- **Communication April 2004 :**



- The management of copyright and related rights in the Internal Market

# R&D – eContent programme

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- **R&D projects since the 4th FP and in 5 & 6th FP**
  - IST projects : to propose architectural and technological solutions related to secure and managed delivery and portability of digital media content to any possible combination of mobile, home or in car audio visual device through telecommunication networks.
  - Medianet : A framework to unify different distribution channel
- **IST Conference 2005**
  - **Home network platform & DRMs**
- **eContent programme :**
  - Indicare : DRMs and consumers : an informed dialogue



# A consultation process

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- **2002-2003 : Workshops and Working Groups**

- User, technology companies, producers and publishers and collective management societies perspective
- Fostering a dialogue between stakeholders

- **Feb 2002 : Working Paper**

- **DIGITAL RIGHTS - Background, Systems, Assessment**(SEC(2002) 197)



# A consultation process

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- **2004 - High Level Group on DRM**

- Representatives of the e-content value chain

*Content providers, authors and rightholders org, publishers and broadcasters, operators, equipment manufacturers, DRM solutions providers, R&D, consumers*

- 31 March 04 : 1st Meeting

- 08 July 04 : 2nd Meeting: **FINAL REPORT**

- **2004 - Contact Committee** (Art 12 Directive 2001/29)

- 11 October 2004 : Consultation on private copying and technological measures



# A consultation process

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- Publication of the Final Report on eEurope Website and online informal consultation (July-September 2004)
  - Conclusions and recommendations to stakeholders (industry, Commission, Member states)
- 21-22 October 2004 : eEurope Advisory Group
- Workshop scheduled early 2005
- Assessment of contributions and follow-up



# HLG – DRM : Final Report

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- **Interoperability issues**

- Open standards best for cross-platform interoperability
- Meanwhile various scenarios
- Enabling factors : content, trust, security, ease of use, deployment of standards, technology and devices

- **Private copying levies and DRMs**

- Way forward is a system based on existing exclusive rights backed by technologies ensuring a secure environment
- DRM establish usage rules – useful tool to fight piracy
- Double payments to rightholders to be avoided
- Elements to adapt levies

- **Migration to legitimate services**

- Call on EU institutions and MS to reflect in policy that copyright abuse and unauthorised file sharing are unacceptable
- Factors to accelerate consumer use of legitimate services







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# eEurope 2005 Website

<http://www.europa.eu.int/eeurope>



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