

## **Digital Rights Management (DRM)**

### **SECURE DELIVERY OF DIGITAL MEDIA TO ANY DEVICE**

#### **What is DRM?**

It is a comprehensive and yet flexible platform for the secure digital media content delivery. DRM platforms include sets of products and services enabling business models through secure rights managed distribution of movies, music and other digital content to millions of media player users worldwide. It empowers rights holders to create a range of robust business models for distributing rich media to the broadest worldwide audience, and will create many new ways for consumers to access and enjoy digital media.

The Internet and personal computers have dramatically changed the way digital media content, such as music, films, and books, are produced, distributed and consumed. Downloading encoded files has gained acceptance among Internet-savvy users because it provides immediate access to content and does not require a trip to a store or reliance on physical media, such as a CD or DVD. However, digital media content that is available for sale on the Internet is still limited, as content owners, artists, and publishers are concerned about protecting their copyrighted works from illegal use. As content owners explore new ways to enable different business models, more premium content will become available on the Internet.

Before owners of premium digital media content offer their copyrighted works for sale or promotion, a secure e-commerce system that protects digital content from illegal use is needed. A critical component of any such e-commerce system is digital rights management (DRM).

It is a set of technologies that content owners can use to protect their copyrights and stay in closer contact with customers. In most instances, DRM is a system that encrypts digital media content and limits access to only those people who have acquired a proper playback license.

#### **What can DRM do?**

DRM provides secure media packaging, license generation and high-quality content delivery to a trusted media player base. It is designed to support a broad set of business models including purchase, rental, video on-demand, and subscription services.

#### **Who uses DRM?**

Consumers wanting to access their favorite non-pirated audio and video content via the Internet and play it back on a variety of home and mobile devices as well as content owners trying to meet this demand in a way that protects their copyrighted material.