

Features Molding Business Models

Newer licensing rights are being introduced in DRM products to help enhance the creation of new and innovative business models.

Separately Distributed Licenses and Media

Licenses are issued independently of the actual digital media files, providing maximum flexibility and allowing wide distribution of content. Each time a digital media file is played, a rights manager checks to see if the consumer's computer has a license. Consumers who do not have a valid license are directed to a license acquisition page.

Easy-to-Change Licensing Terms

Because licenses and digital media files are stored separately, licensing terms can be changed on the server, without needing to redistribute or repackage the digital media file.

Innovative Rental or Subscription Models

Content providers can control license start times, stop times, and duration in order to create innovative business models. Using these different rights enables content providers to optimize their own business rules.

Limited Play Previews

Using the counted operations (playback) option in the license structure, content providers can create rental or preview licenses for viewing digital media files.

Transparent Licensing

Features such as predelivery of licenses and silent licensing improve the consumer's digital media experience by removing the barriers in acquiring and playing secure media files. Silent licensing means that a content provider may deliver the license to the consumer without the need for the consumer to type more information.

Controlled Transfer to SDMI Portable Devices

Permit the secure transfer of protected digital media files to Secure Digital Music Initiative (SDMI) portable devices or media.