Distributed Computing Industry Association

Advancement of Digital Rights Management (ADRM) Working Group Mission Statement

Mission

To work jointly and cooperatively with leading digital rights managers and related technology and content sector leaders to ascertain and foster appropriate and voluntary best practices for the use of DRM mechanisms to accelerate adoption of digital rights management by content rights holders and software developers; and acceptance and support of digital rights management by broadband network operators, connected device manufacturers, and end-users.

Purpose

The ADRM Working Group will have a primary focus on interfacing with five constituencies to advocate and advance the interests of participating DRM industry participants, while also managing relationships with relevant industry trade groups, governmental authorities, and consumer advocacy groups:

- DRM Platform Providers
- Connected Device Manufacturers
- Content Rights Holders
- Consumer End-Users
- Industry Opponents

Objectives

Specific goals for the ADRM Working Group, with measurable and clearly defined deliverables, will be based on these high-level objectives:

- Provide DRM platform providers with support to improve interoperability and simplify integration; while encouraging competition and innovation
- Provide content rights holders with enhanced capabilities for optimizing the profitable response to their offerings through DRM

- Provide connected device manufacturers with more efficient means to support DRM mechanisms in their products
- Provide software distributors with improved abilities to protect and monetize their applications using DRM mechanisms
- Provide broadband operators with more efficient means to support DRM protected data and programs on their networks
- Determine, validate, and encourage the adoption of methods for DRM providers to enable and support consumer and enterprise end-user service improvements while protecting the intellectual property (IP) of participating entities
- Establish appropriate and voluntary best practices for the deployment of DRM mechanisms to meet the above identified objectives in a way that can be sustained by all of the necessary participants

Potential Participants

- Digital Rights Managers
- DRM Platform Providers
- Content Rights Holders
- Connected Device Manufacturers
- Software Developers
- Broadband Network Operators
- DCIA Member Companies
- Information technology (IT) firms involved in digital media platforms

Path to Progress

- Publish the Mission, Purpose, and Objectives of the Working Group
- Publish a call for participants in the Working Group and recruit a balanced representation of core members
- Reach agreement on a DRM code of conduct (CoC) covering key positives to be protected and key negatives to be prevented
- Prepare a development plan, validation procedure, timeline, and deliverables for technology, service, and/or business practice changes as a result of the CoC
- Ensure that the validation procedure emphasizes quantification of performance improvements using to-be-determined (TBD) measurements
- Organize and conduct to-be-determined (TBD) pilot study(ies) of CoC and other Working Group agreed-upon advancements
- Prepare and publish voluntary DCIA recommended practices for DRM adoption based on results of the CoC pilot study