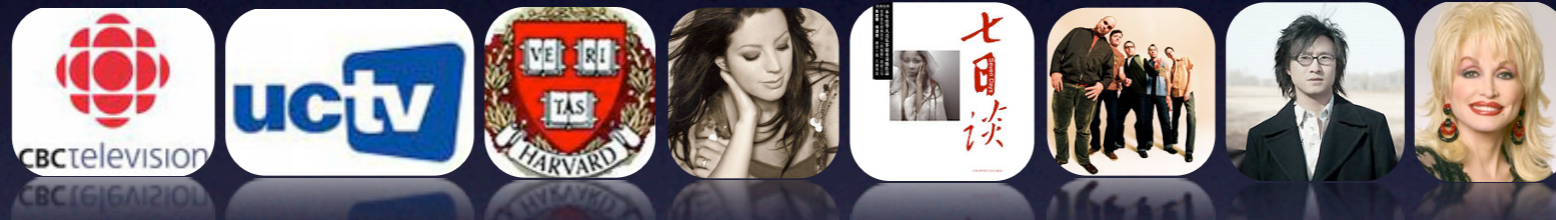


# NOANKMEDIA

Usage Metrics  
for Blanket Licensing and P2P



P2P Media Summit  
Santa Monica  
May 2009





# The Copyright Police

“P2P is criminal.”





# the Copyright Anarchists

“P2P is unstoppable.”





# the Realists

“advertising is the answer.”



# What happens to P2P file sharing?

- “Copyright Police:” it remains illegal but marginalized by prosecution
- “Copyright Anarchists:” it remains illegal but will eventually dominate all other distribution
- “Realists:” it remains illegal and continues at roughly current adoption levels



# What happens to P2P file sharing?

- “Copyright Police:” it remains illegal but marginalized by prosecutions
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- “Realists:” it remains illegal and continues at roughly current adoption levels



A different approach

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# A different approach

- License the network, not the individual
- Collect usage data from multiple sources, including P2P
- Pay content owners proportional to usage



# A different approach

- Existing consumer P2P file-sharing behavior becomes legal
- Efficiencies of P2P can be better realized by network operators and consumers
- Less money for “arms race,” more money for content



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## Usage Counting

- Actual usage, not P2P transactions
- Off-line as well as online consumption
- Any player application, with no plug-ins or additional installation required
- Not just number of plays, but how much of a given file was consumed



UCS Usage Monitor

File Service

Service Mode

Collect Usage Metrics

Demo/Diagnostics

Update

Update Intervals in ms (0 => Disabled)

Usage Driver Event Interval

File Inactivity Threshold

Usage Aggregation Interval

Usage Collection Periodicity

aac  
avi  
m4a  
mp2  
mp3  
mp4  
mpeg  
mpg  
wav  
wma  
wmv

Pathname

ReadProgress

ReadProgressBitmap

UseInterval

Filename

Bitmap

Fingerprint

Filter Extensions

Extension

Add >>

MinimumSize

MaximumSize

HeaderLength

MaxReadLen

NormalBPS

PerfThreatBPS

MinEvalSec

Remove <<

Usage Collector URL

Set

Send

start

Flashing

UCS Usage Monitor

5:04 AM

00:00:19





**Media Files** [Min] [Max] [Close]

File Edit View Favorites Tools Help

Back Forward Refresh Search Folders

Address  Go

**File and Folder Tasks**

- Make a new folder
- Publish this folder to the Web
- Share this folder

	02 Waiting.mp3 The Rentals Return Of The Rentals		startrek-tlr3_h480p.mp4 MPEG-4 Movie 39,898 KB
	Install Shortc 2 KB		steve_schultze_2007-02-06.mp3 AudioBerkman Berkman Center for Internet ...

Artist: The Rentals  
 Album Title: Return Of The Rentals  
 Year: 1995  
 Track Number: 2  
 Duration: 0:03:13  
 Type: MP3 Format Sound  
 Bit Rate: 555kbps  
 Protected: No  
 Size: 4.57 MB

**UCS Usage Monitor** [Min] [Max] [Close]

File Service

Service Mode

Collect Usage Metrics

Demo/Diagnostics

Update

Update Intervals in ms (0 => disabled)

Usage Driver Event Interval

File Inactivity Threshold

Usage Aggregation Interval

aac  
avi  
m4a  
mp2  
mp3  
mp4  
mpeg  
mpg  
wav  
wma  
wmv

Pathname	ReadProgress

start [Taskbar Icons: Flashing, UCS Usage Monitor, Media Files] 5:05 AM

00:00:37

[Volume Icon] [Play/Pause] [Previous] [Next] [Stop]



Media Files

File Edit View Favorites Tools Help

Back Forward Refresh Search Folders

Address C:\Documents and Settings\Administrator\Desktop\Media Files

Now Playing

The Rentals  
Waiting

Find Album Info

Return Of The Rentals

Waiting 3:13

Battery : Randomization Total Time: 3:13

Playing: 555 K bits/second 00:05

Media Library

Radio Tuner

UCS Usage Monitor

File Service

Service Mode

Collect Usage Metrics

Demo/Diagnostics

Update

Update Intervals in ms (0 => disabled)

Usage Driver Event Interval

File Inactivity Threshold

Usage Aggregation Interval

aac  
avi  
m4a  
mp2  
mp3  
mp4  
mpeg  
mpg  
wav  
wma  
wmv

Pathname	ReadProgress
C:\Documents and Settings\Administrator\Desktop\Media Files\02 Waiting.mp3	0

start Flashing UCS Usage Monitor Media Files Windows Media Player 5:05 AM

00:00:48

Windows Media Player playback controls



Media Files

File Edit View Favorites Tools Help

Back Search Folders

Address C:\Documents and Settings\Administrator\Desktop\Media Files

Now Playing

The Rentals  
Waiting

Find Album Info

Return Of The Rentals

Waiting 3:13

Battery : Randomization Total Time: 3:13

Playing: 555 K bits/second 00:31

Close

UCS Usage Monitor

File Service

Service Mode

Collect Usage Metrics

Demo/Diagnostics

Update

Update Intervals in ms (0 => disabled)

Usage Driver Event Interval

File Inactivity Threshold

Usage Aggregation Interval

aac  
avi  
m4a  
mp2  
mp3  
mp4  
mpeg  
mpg  
wav  
wma  
wmv

Pathname	ReadProgress
C:\Documents and Settings\Administrator\Desktop\Media Files\02 Waiting.mp3	53

start

Flashing UCS Usage Monitor Media Files Windows Media Player

5:05 AM

00:01:14

Media Player Controls



**Media Files**

File Edit View Favorites Tools Help

Back Forward Refresh Search Folders

Address **C:\Documents and Settings\Administrator\Desktop\Media Files** Go

**File and Folder Tasks**

- Rename this file
- Move this file
- Copy this file
- Publish this file to the Web

	<b>02 Waiting.mp3</b> The Rentals Return Of The Rentals		<b>startrek-trl3_h480p.mp4</b> MPEG-4 Movie 39,898 KB
	<b>Installation Folder</b> Shortcut 2 KB		<b>steve_schultze_2007-02-06.mp3</b> AudioBerkman Berkman Center for Internet ...

- QuickTime Player
- Media Files
- UsageMonitor

**UCS Usage Monitor**

File Service

Service Mode

Collect Usage Metrics

Demo/Diagnostics

Update

Update Intervals in ms (0 => disabled)

Usage Driver Event Interval

File Inactivity Threshold

Usage Aggregation Interval

aac  
avi  
m4a  
mp2  
mp3  
mp4  
mpeg  
mpg  
wav  
wma  
wmv

Pathname	ReadProgress

start | Flashing | UCS Usage Monitor | Media Files | 5:06 AM

00:01:30

⏪ ⏩ ⏮ ⏭

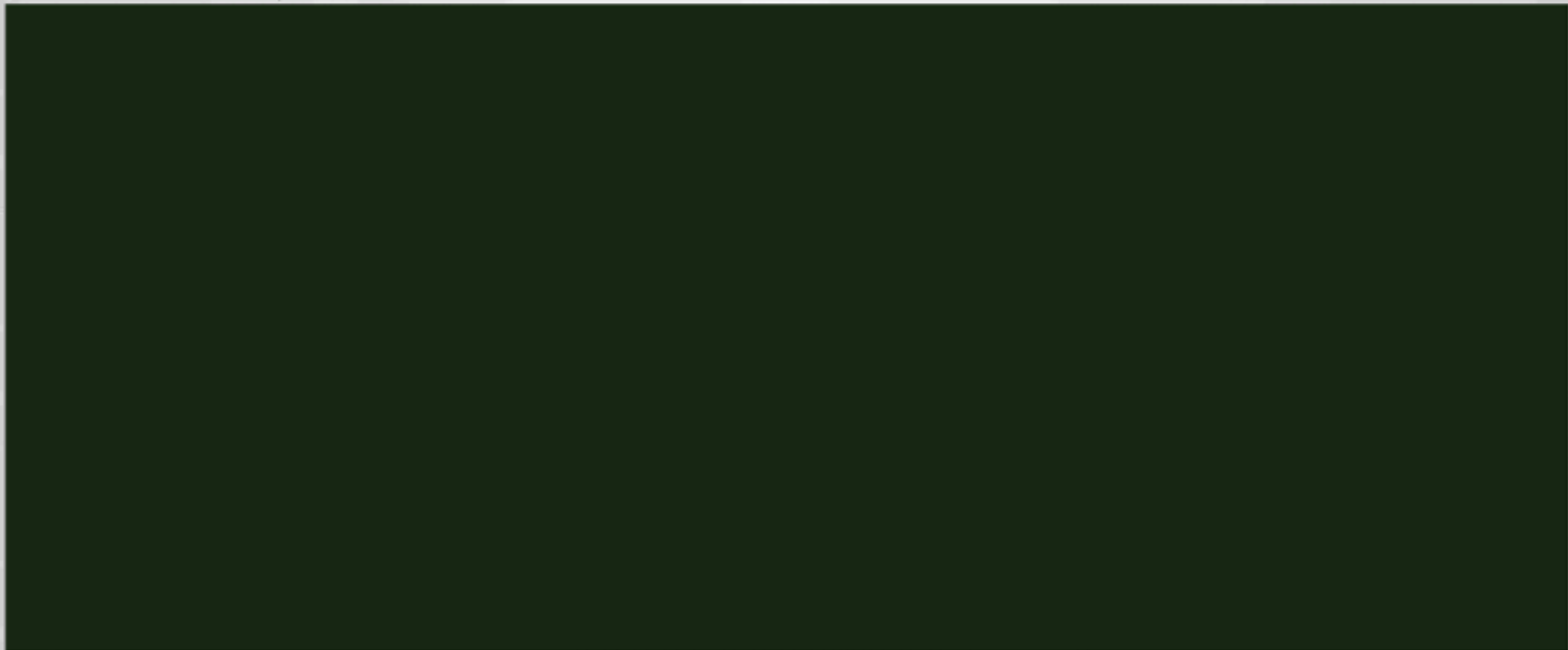


Media Files

File Edit View Favorites Tools Help

Star Trek

File Edit View Window Help



00:00:00



Service Mode

Collect Usage Metrics

Demo/Diagnostics

Update

Update Intervals in ms (0 => disabled)

Usage Driver Event Interval

File Inactivity Threshold

Usage Aggregation Interval

avi  
m4a  
mp2  
mp3  
mp4  
mpeg  
mpg  
wav  
wma  
wmv

Pathname

ReadProgress

start

Flashing

UCS Usage Monitor

Media Files

Star Trek

5:06 AM

00:01:57









Star Trek

File Edit View Window Help



00:01:37



File Service

Service Mode

- Collect Usage Metrics
- Demo/Diagnostics

Update

Update Intervals in ms (0 => disabled)

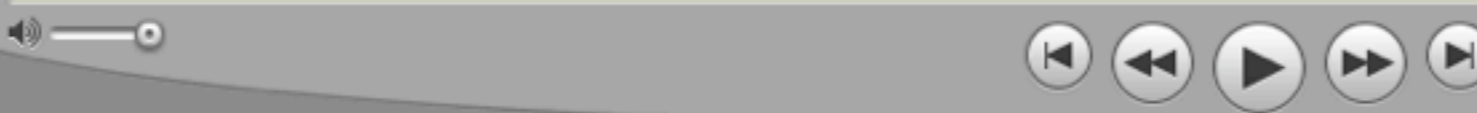
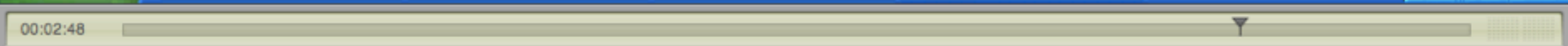
Usage Driver Event Interval

File Inactivity Threshold

Usage Aggregation Interval

	ReadPro	ReadProgressBitmap	Finger
h480p.mp4	80	FFFFFFFFFC00000C00000000FE000000001FFFF00000000000000000000	file/fa

aac  
avi  
m4a  
mp2  
mp3  
mp4  
mpeg  
mpg  
wav  
wma  
wmv





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## Usage Counting

- Completely voluntary; may be disabled or uninstalled by user
- Combination of file-based and content-based identification; watermark-compatible
- Extensive online reporting
- Mac, iPod/iPhone support coming soon



# The Big Finish

- Blanket licensing is a viable solution with real benefits for consumers, content owners, and the P2P community
- Noank's usage counting technology is ideal for blanket licensing applications as well as for more conventional usage monitoring



# NOANKMEDIA

Contact:

Devon Copley

CTO, Noank Media

[dcopley@noankmedia.com](mailto:dcopley@noankmedia.com)