



DCIA P3P Working Group (P3PWG) Mission Statement

Mission

To work jointly and cooperatively under the auspices of the Isle of Man government with leading Internet and mobile network service providers (ISPs), music recording and publishing content rights holders (CRHs), licensed digital music delivery services and bundled hardware product offerings (DMOs), and peer-to-peer and other file-sharing software distributors (P2Ps), to ascertain appropriate and voluntary best practices to monetize non-commercial online redistribution of digital music by means of "P3P"* mechanisms and to facilitate an optimal selection of profitable authorized online music alternatives to end-user customers.

Objectives

- Provide ISPs with the ability to authorize subscribers to download, stream, and upload digital music online using whatever redistribution software and services they wish
- Provide CRHs with the ability to monetize each instance of consumption of their copyrighted content and to incentivize as wide a range of licensed online music business model options as possible
- Provide DMOs with the ability to competitively market their offerings to Internet and mobile subscribers and to support their full range of value-added features and benefits
- Provide P2Ps with the ability to distribute file-sharing software and a process to obtain licensing to derive revenue from music content transactions
- Provide caching solutions vendors, online data tracking services, payment services providers, and other supporting entities with opportunities to participate in and enhance P3P mechanisms for online music distribution
- Determine, validate, and encourage the adoption of methods for ISPs, CRHs, DMOs, and P2Ps to work together to enable innovative digital distribution business models as Internet technologies and resultant traffic patterns evolve while protecting the intellectual property (IP) of participating entities
- Establish appropriate and voluntary best practices for the deployment of P3P mechanisms to meet the above identified objectives in a way that can be sustained by all of the necessary participants

Potential Participants

- Internet and mobile network service providers (ISPs)
- Music recording and publishing content rights holders (CRHs)
- Licensed digital music delivery services and bundled hardware product offerings (DMOs)
- Peer-to-peer and other file-sharing software distributors (P2Ps)
- Caching solutions, online data tracking services, and payment services providers
- DCIA Member companies
- Information technology firms involved in digital media platforms

Path to Progress

- Publish the Mission and Objectives of the working group
- Publish a call for participants in the working group and recruit a balanced representation of core members
- Draft and reach agreement on a process for proposed P3P business models and operating procedures testing on the Isle of Man; including test plans, timelines, and deliverables
- Ensure that these P3P test plans emphasize quantification of financial performance using to-be-determined (TBD) measurements
- Organize and conduct P3P testing to ascertain the relative merits to distribution chain participants and end-user customers of alternatives for monetizing non-commercial music content redistribution online
- Prepare and publish voluntary DCIA guidelines for the recommended P3P business practices and procedures and their adoption based on results of the P3P testing

* - "P3P:" A set of business practices and procedures designed to optimize the monetization of online music redistribution for non-commercial purposes that have been subjected to acceptance testing in the Isle of Man and approved for deployment by the P3PWG.