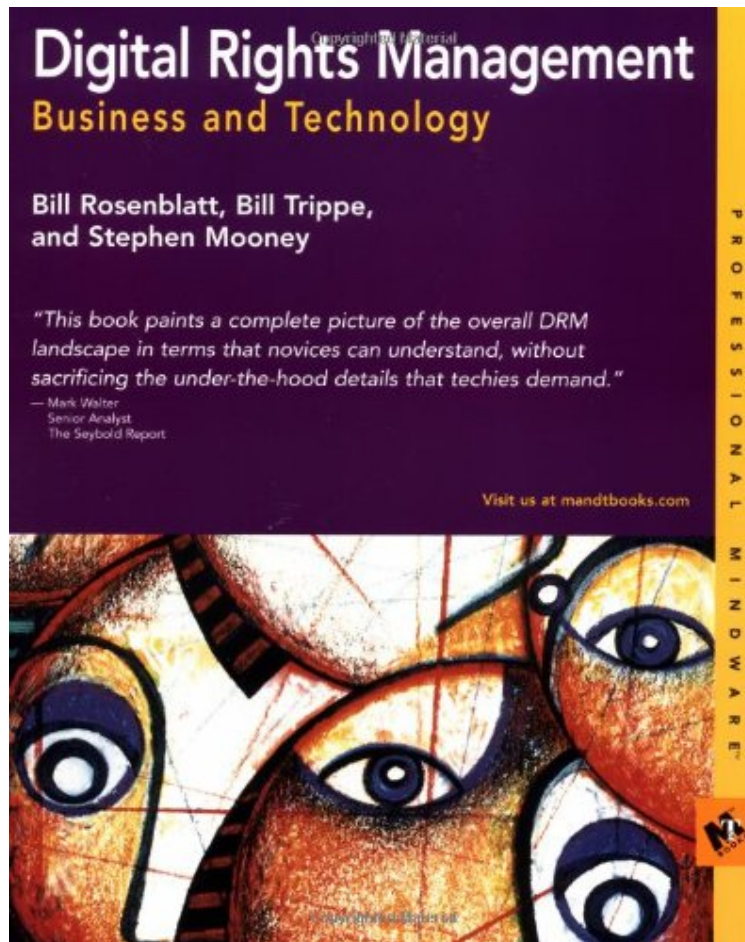


Digital Rights Management: Business and Technology

Bill Rosenblatt, Bill Trippe, Stephen Mooney
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Bill Rosenblatt, Bill Trippe, Stephen Mooney : Digital Rights Management: Business and Technology before purchasing it in order to gage whether or not it would be worth my time, and all praised Digital Rights Management: Business and Technology:

8 of 8 people found the following review helpful. A good attempt at explaining a difficult topicBy frumiousbAs noted below, DRM consists of legal, technical and business issues and anyone trying to provide an overview of all three has their work cut out for them. Particularly in the early chapters of the book, these authors give it a good try.Unfortunately, the biggest problem with the book is that they try to treat the technology standards and products available on the market, and the market is just changing too quickly for that to be for more than just a superficial look. Too much of what they discuss is already outdated, out-of-business, merged with other offerings or otherwise defunct. Not the fault of the authors, just the nature of the DRM market.This book is:Not a good read if you already understand the basic issues and hope to get more insight into the technology-- go to the web for that.Absolutely a good read if you want to become familiar in a basic way in the underlying issues. Part 1 of the book is really useful reading even to help

people who are pretty familiar with the topic structure their thinking. 3 of 5 people found the following review helpful. By far the best treatment of DRM I've ever run across. By David Sidman DRM is a confusing topic, and this one of the clearest expositions of DRM (or most any other technical topic!) that I've ever run across. It demystifies a complex subject with simple straightforward language, describes key vendors and organizes them accurately into categories, and even contains a wealth of useful materials such as checklists to help the customer determine business/technical requirements, evaluate vendors, etc. A must-have for any publisher, intellectual property lawyer, venture capitalist, technology vendor, or consulting firm dealing with digital content distribution or online intellectual property. 12 of 14 people found the following review helpful. Still waiting for DRM to be explained. By Simon A. Robins The problem with the several texts available on digital copyright or Digital Rights Management is that the topic demands a treatment from at least three different perspectives: namely legal, technical and business. There are several books that try to tackle the topic of digital copyright from a legal viewpoint, and this one is clearly coming from a technical perspective. Legal issues are covered, but rather superficially. More surprisingly the crucial business issues and models that are driving interest in DRM are barely mentioned and there is no discussion of the business models that are working and those that are not. Disappointingly many of the technical issues are also fudged in a way that will leave non-technical audiences confused, and those who are following technical developments frustrated. The fact is that, technically at least, DRM is an area where approaches, technologies and standards are all in rapid development and the industry has failed to converge on any single direction. This book's effort to offer a comprehensive review of available products means that it risked redundancy before it was published, as many of the companies and technologies have ceased to be relevant. What the world still needs is a book on DRM that reviews the law, discusses the business models (and consumer needs) that are driving developments, and describes fundamental approaches in a way that will remain relevant whatever product Microsoft may impose on us all next year. Unfortunately this book intrigues enough to encourage one to want to know more about DRM, but never really provides the answers.

Digital rights management (DRM) is a set of business models and technologies that allows media companies to protect their intellectual property -- and profit in the online world. Cowritten by DRM pioneer William Rosenblatt, this lucid primer outlines the state of DRM today for media executives and IT decision-makers, covering business models (such as subscriptions), core technologies (watermarking, encryption, authentication), standards (such as XrML), vendors, and more.

an excellent job...they take a tough subject and make it entertaining a must have' for anyone interested in securing their assets -- Internet Strategist, November 2003 an excellent job...they take a tough subject and make it entertaining a must have for anyone interested in securing their assets (Internet Strategist, November 2003) From the Back Cover "This book paints a complete picture of the overall DRM landscape in terms that novices can understand, without sacrificing the under-the-hood details that techies demand." --Mark Walter, Senior Analyst, The Seybold Report Protect Your Intellectual Property -- and Profit from Digital Media Digital rights management, or DRM, is a set of business models and technologies that enables you to protect -- and profit from -- your text, image, music, or video content in today's digital world. In this unique guide, three digital media experts show you step-by-step how to find the right DRM solution for your organization, whether you're an IT decision-maker or an executive on the content side. After explaining DRM antecedents, paradigms, and legal foundations, the authors walk you through today's DRM technologies and standards -- and offer sound, practical advice on how to match your needs with the right DRM products, services, and vendors. Your Road Map for Today's DRM Technologies * Get the scoop on subscription, pay-per-view, superdistribution, metering, and other DRM business models * Understand what the Digital Millennium Copyright Act and other legal guidelines mean for DRM * Delve into watermarking, encryption, authentication, clearinghouses, and other DRM building blocks * Get up to speed on XrML, DOI, ICE, and other emerging standards * Zero in on key proprietary technologies, from InterTrust RightsSystem to Verance watermarking to products from Adobe, Microsoft, and many others * Match your needs with the right DRM solutions -- from custom-built systems to the best vendors and industry-specific products. About the Author Bill Rosenblatt, a recognized authority on digital media technologies, is president of GiantSteps Media Technology Strategies, a consulting firm focusing on technology strategy for content providers and market strategy for digital media technology vendors. He is one of the architects of the Digital Object Identifier (DOI), an emerging standard for online content identification. He is the author of several technical books and a frequent speaker at conferences. Bill Trippe is president and founder of New Millennium Publishing, a consulting firm specializing in electronic publishing, content management, and SGML/XML technologies. He writes for The Gilbane Report and EContent Magazine, among other journals. Stephen Mooney is the founder of Mooney Associates, a consulting firm whose clients include the International DOI Foundation. He chairs the software Information Industry Association (SIIA) Special Interest Group for Digital Rights Management.