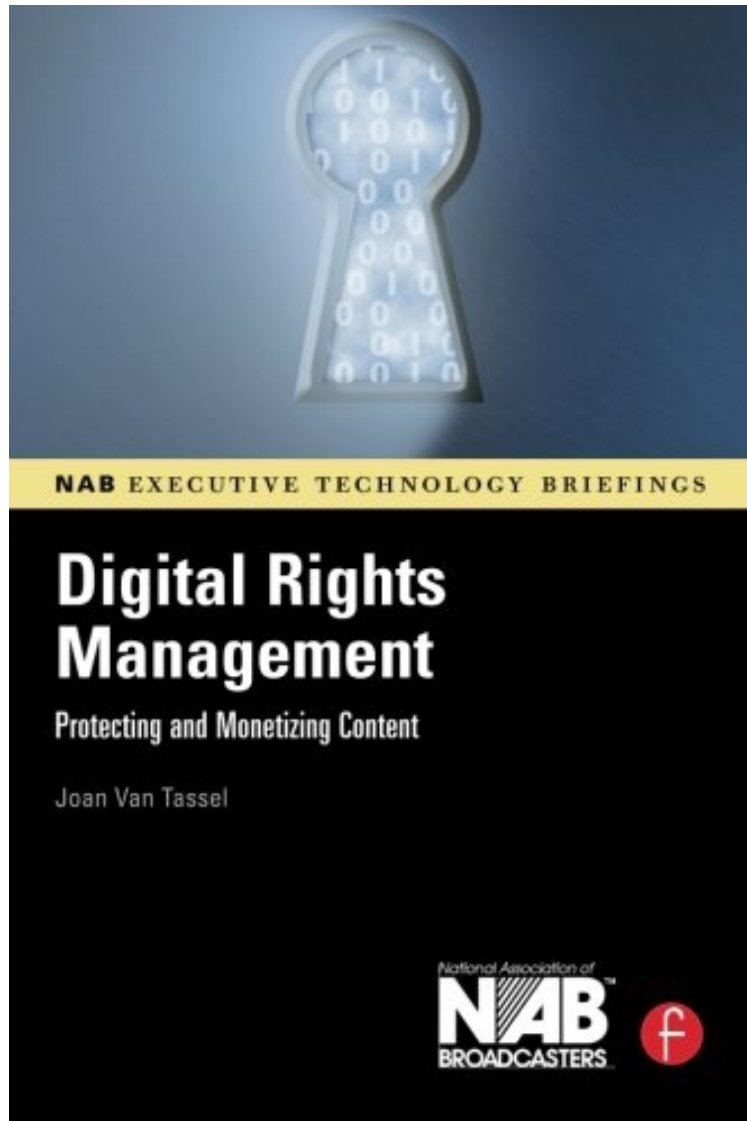


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Digital Rights Management: Protecting and Monetizing Content (NAB Executive Technology Briefings)

Joan Van Tassel

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Joan Van Tassel : Digital Rights Management: Protecting and Monetizing Content (NAB Executive Technology Briefings) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Digital Rights Management: Protecting and Monetizing Content (NAB Executive Technology Briefings):

3 of 3 people found the following review helpful. good overview of DRM ideas By W Boudville Van Tassel gives an

overview of current DRM methods. At a level understandable by a non-engineer or programmer. She describes why DRM is so important to many media companies. Or, in fact, to any company that has assets in digital form. If you've never dealt with DRM, her book is a useful introduction. Some more technical readers might want to check out an alternate book - "Multimedia Security Technologies for DRM" by Zeng et al. That book goes far deeper into the mechanics of the various DRM methods. 4 of 4 people found the following review helpful. Proofread? By Neil M. The content in the book is current, useful and well researched. However, in 40 years of reading, I have never seen a book so poorly proofread. There are spelling errors, bad grammar, incomplete sentences and such throughout the book... I will be writing the author to see if the next time she wishes to write a book, she'd like for me to proofread it free of charge... I feel badly for her. Somebody dropped the ball big time in an otherwise fine and useful work.

Digital rights management (DRM) is a type of server software developed to enable secure distribution - and perhaps more importantly, to disable illegal distribution - of paid content over the Web. DRM technologies are being developed as a means of protection against the online piracy of commercially marketed material, which has proliferated through the widespread use of Napster and other peer-to-peer file exchange programs. With the flourish of these file exchange programs, content owners, creators and producers need to have a plan to distribute their content digitally and protect it at the same time - a seemingly impossible task. There are numerous books dealing with copyright, eBusiness, the Internet, privacy, security, content management, and related technical subjects. Additionally, there are several research papers, and almost daily newspaper and magazine articles dealing with digital piracy. However, there are only a few books and documents that bring these together as a basis for profitable exchange of digital content. Digital Rights Management can help content providers make money by unifying the confusing array of concepts that swirl around current presentations of DRM in newspapers and business publications.

"(A) very informative survey of a perplexing field." - Stills Audio Motion "The key features of the book include: the central issues facing content owners and distributors; and business models for content protection and DRM. To support them, there is a plentiful supply of illustration and tables to explain and clarify the more complex points." - Bookshelf
About the Author
Joan Van Tassel, Ph.D., is an Associate Professor at National University. She was an award-winning television producer for ten years, wrote on technology and technology management for The Hollywood Reporter, and consulted with major companies on content management projects and digital rights management. She is the author of five books on the business of media content in the networked environment. Her book, Digital TV Over Broadband (Focal Press), received the 2001 Cable Center Book Award from the National Cable Center and Museum.