IDF PARTICIPATES IN CONSORTIUM FOR DRM STANDARD

IDF is Founding Sponsor of the indecs 2 RDD Project

Technology Companies and Rights Holder organizations join forces to Develop Rights Data Dictionary

Washington - Geneva, October 1, 2001. The < indecs >2RDD Consortium today announced the appointment of Rightscom, the digital rights strategy consultancy, to be project manager of the < indecs >2RDD project, which is sponsored by some leading industry players. The Rights Data Dictionary will provide a key part of the architecture required to develop a digital rights management (DRM) standard. (See RDD Fact Sheet.)

Founding sponsors EDItEUR and the International DOI Foundation (IDF) will be joined in the < indecs >2RDD consortium by Accenture, ContentGuard, Enpia Systems, Melodies and Memories Global (a subsidiary of Dentsu), the Motion Picture Association of America (MPA), the Recording Industry Association of America (RIAA) and the International Federation of the Phonographic Industry (IFPI). This follows the issue of a formal call for proposals by MPEG in July.

The central objective of the project is to develop a framework for a rights data dictionary whose goal is to enhance interoperability in the delivery of protected digital content. The output of the project will result in a submission to MPEG at its meeting in Pattaya, Thailand in December.

The Rights Data Dictionary will create a common data layer of rights terminology and semantics to which software vendors can then map technology, thus facilitating and widening the choices open to rights holders seeking to develop protected delivery of digital content. Consumer experience will be enhanced by improvements to digital content access. "The development and implementation of a successful standard for digital rights is of vital importance to industry and consumer alike," said Norman Paskin of the IDF who is Chairman of the Advisory Board of < indecs >2RDD. "In order to develop such a standard, we approached industry-leading companies with a wide range of expertise in the digital field. The calibre and diversity of focus of the consortium members we are announcing today shows how seriously the industry is taking the issue of interoperability."

The DOI is a system for interoperably identifying and exchanging intellectual property in the digital environment. A DOI assigned to content enhances a content producer's ability to trade electronically. It provides a framework for managing content in any form at any level of granularity, for linking customers with content suppliers, for facilitating electronic commerce, and enabling automated copyright management for all types of media. The International DOI Foundation, a non-profit organization, manages development, policy and licensing of the DOI to registration agencies and technology providers and advises on usage and development of related services and technologies. The DOI system uses open standards with a standard syntax (ANSI/NISO Z39.84) and is currently used by leading international technology and content organizations.

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Updated: 22 Oct 2001
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