

Digital Rights Management - enabling mobile business

III Mobile VAS Conference – St Petersburg Nov 17th 2006

What is Digital Rights Management?

- DRM refers to technologies developed to manage digital rights
- DRM enables controlled distribution of digital content

DRM balances the Value Chain

End Users

Access and enjoy official and authorised branded content
Secures usability, content licensing & legal content sharing

Terminal Manufacturers

Handset enabling users to access attractive branded content
Embedded DRM provides ease-of-use and transparency

Content Owners

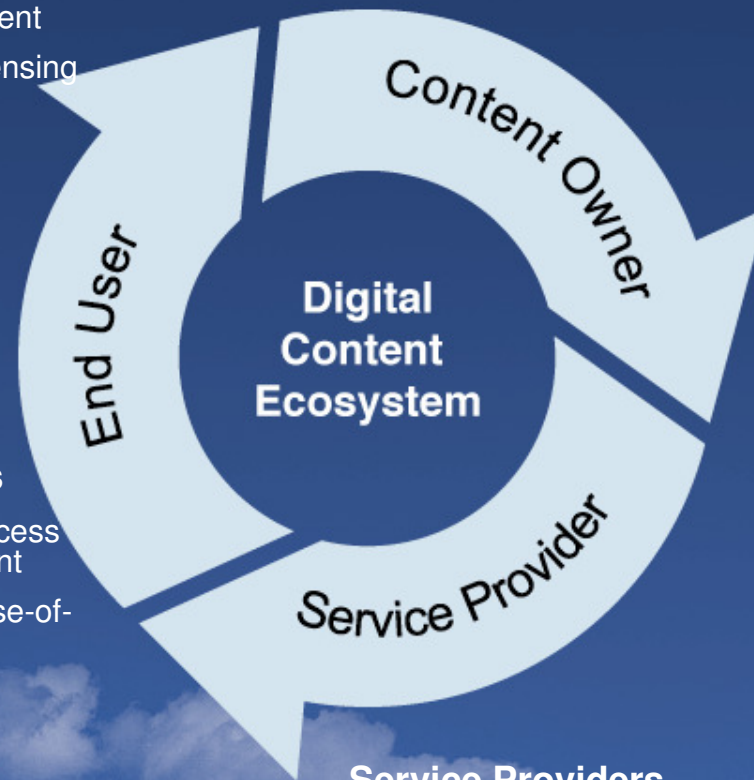
Secure distribution in mobile channels
Protect & manage IPR

Mobile Operators

Secure continuation of premium market
Enhance data ARPU through rich media content
Provide DRM as enabler along with billing & access services

Service Providers

Attract brand owners into mobile distribution
Secure role in value chain, build branded channels
Increase revenues from rich media & high value content

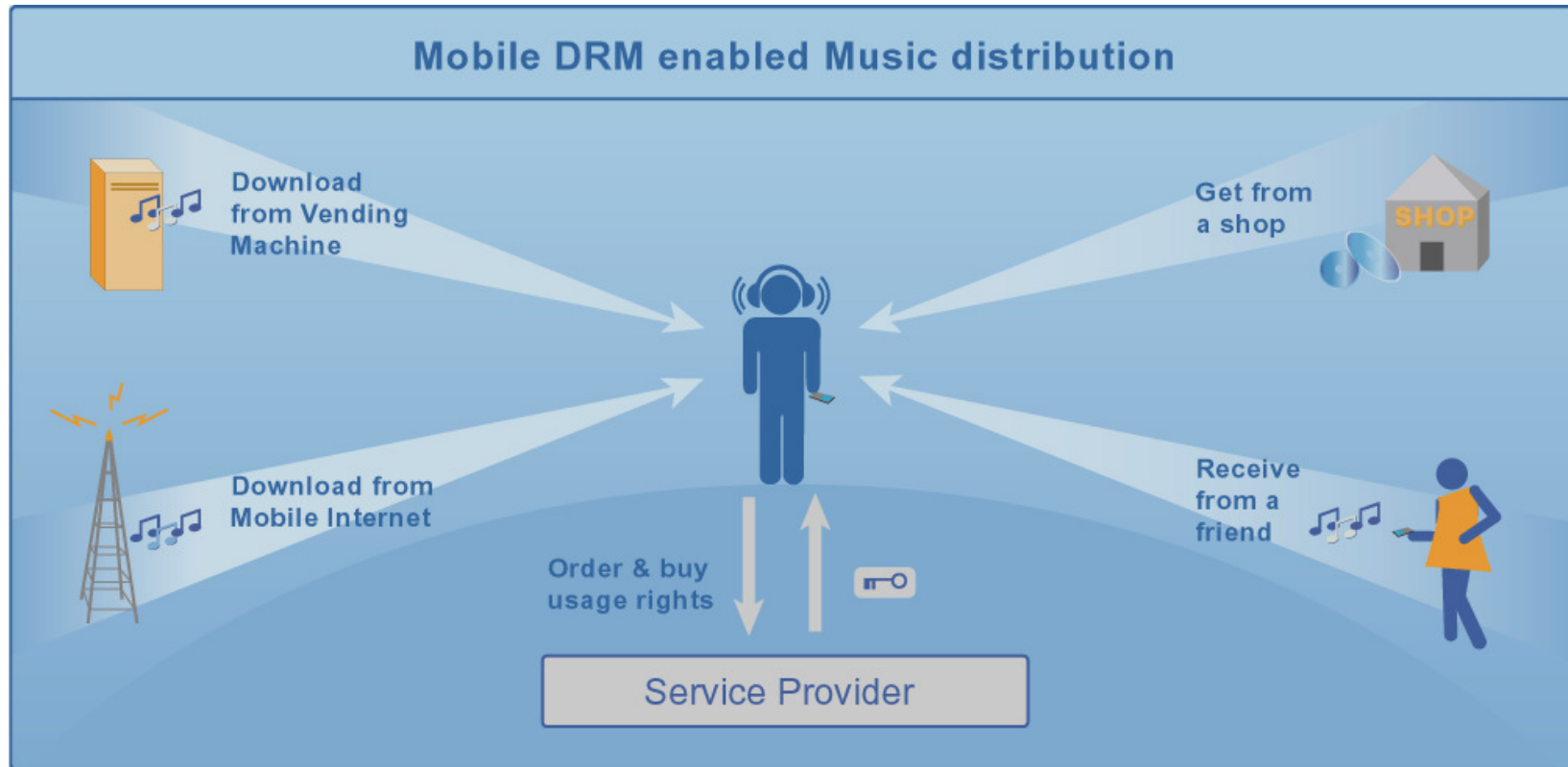


The Rational behind DRM

- Premium mobile data services are driving higher ARPU
- Rich media is driving premium mobile data services
- DRM drives rich media, premium data services & higher ARPU
 - Mobile Operators increase ARPU with high value/high use services
 - Ringtones, Full-track Music, Video, Games, Executables
 - Promotions (eg. “try before you buy”)
 - Content Owners are attracted by “secure” mobile distribution
 - Device Manufacturers offer branded handsets, ease of use & transparency
 - End-Users can legally use digital content across devices
 - “My content” on my phone, PC, MP3 player, Set Top Box, SD Card, Car

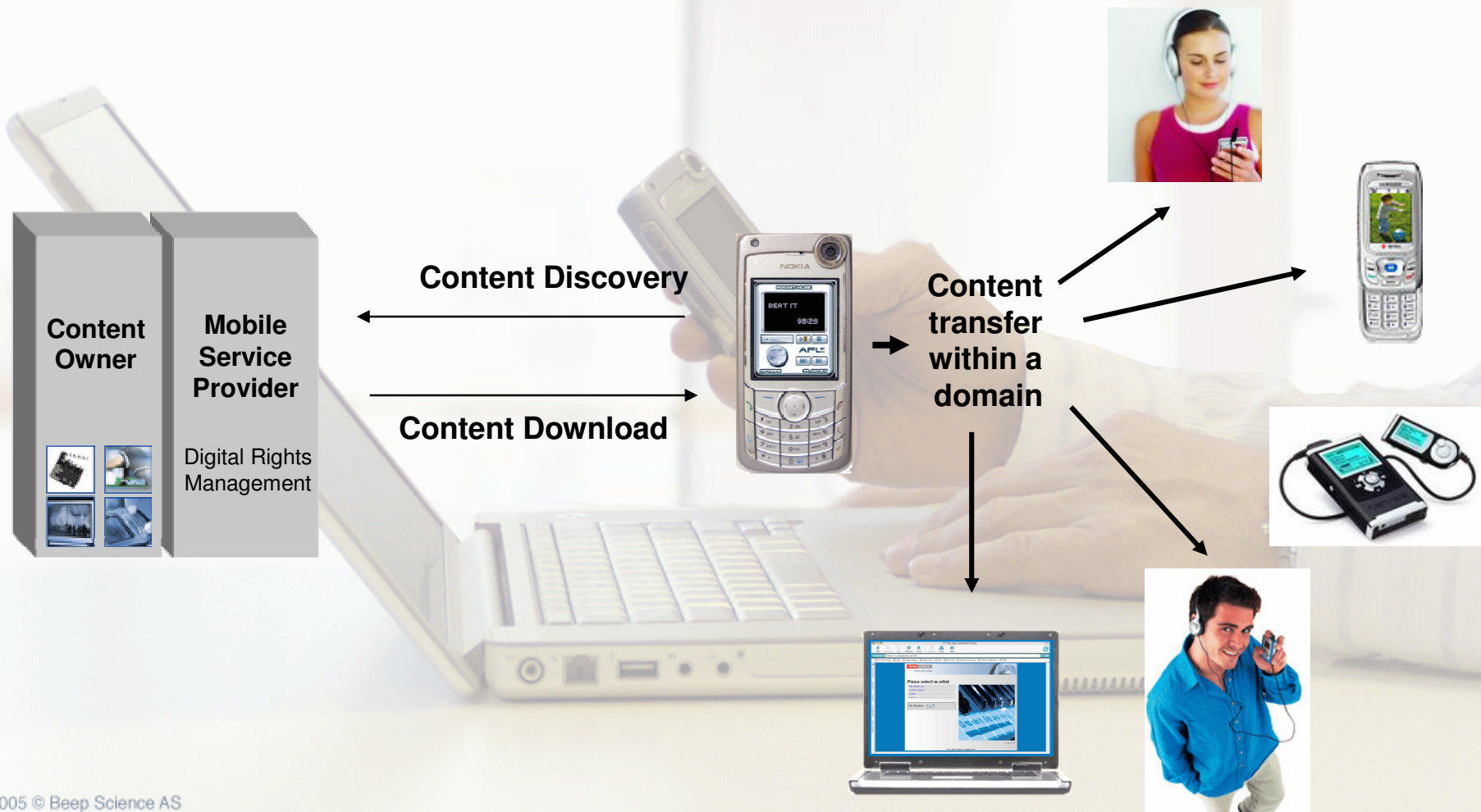


DRM enables new business models



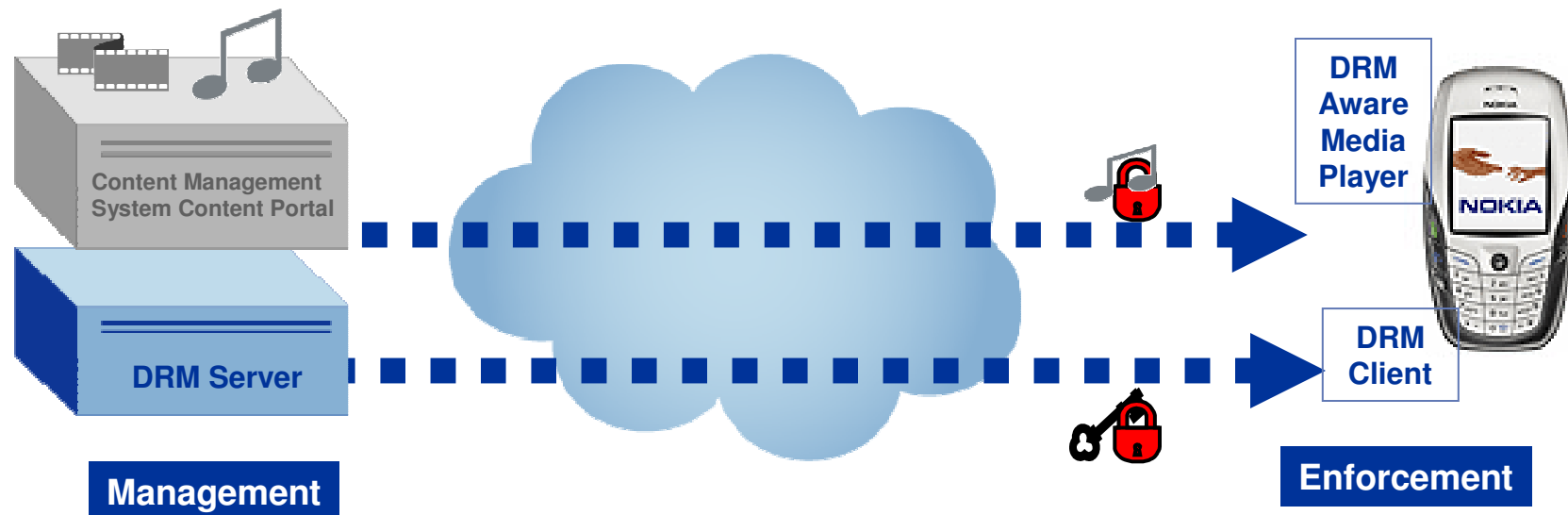
Good DRM solution empowers end-users

- Domain model allow users to register multiple devices into a service
 - eg. Content can be transferred across phone, MP3 player, memory card, PC, etc.
- Enables sharing between all users & devices in the domain – eg. friends, family, etc.



DRM Technology

- Client - Server architecture
- Applied for distributed content saved and managed in the consuming device
- Server applying protection on the content and managing rights, licensing rules and keys
- Client enforcing the security and set business rules



Open Mobile Alliance DRM

- Industry driven DRM standard developed by nearly 50 companies from the mobile value chain:
 - Mobile Operators
 - Terminal Manufacturers
 - Content Providers
 - Technology Companies
- Incorporates requirements from industry bodies:
 - 3GPP, GSMA, MPEG, MMCA, ODRL, etc
- Direct feedback from music labels (ie. Universal, Sony, Warner)
- Two versions of OMA DRM:
 - OMA DRM 1.0 approved June 2004
 - OMA DRM 2.0 approved March 2006



Why OMA DRM?

- Open Mobile Alliance (OMA) Digital Rights Management is an independent and open standard
- Content format, Operating System & Media Player agnostic
- Secures interoperability between different networks, devices and platforms
- Widely backed by more than 300 companies in the Telecom and Media industries
- OMA specifications define end-to-end architectures that are reviewed to be complete, unambiguous & error free
- Vendor solutions are verified through OMA TestFests
- 3rd party Licensing and Certification Authorities secure a healthy ecosystem (CMLA)
- Secure and future proof investment – not tied to one vendor

Market Adoption of OMA DRM

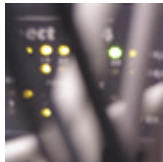
- OMA DRM 1.0 supported in more than 450 handset models
- OMA DRM 2.0 handsets hit stores during Q2 2006; e.g. Nokia N91, N92, N93 and N73, several Sony Ericsson models, etc
- DRM 1.0 is used today for value-added services:
 - Ring Tones
 - Wallpapers
 - Premium MMS
 - Music Download
- Major operators/carriers have integrated OMA DRM into their infrastructure:
 - Vodafone, Orange, T-Mobile, Telefonica, and more...
- First OMA DRM 2.0 service launched in 2005 by Orange. Other major operators expected to launch services during 2006

OMA DRM Roadmap

- ✓ OMA DRM 1.0 approved
- ✓ OMA DRM 2.0 approved
- OMA DRM 2.1 – Q1 2007
 - New features in response to early market feedback
- OMA Secure Content Exchange (SCE) – Q1 2007
 - Allow device side “import” to OMA DRM 2.0 devices
 - Improved domains with “user” domain management
- OMA Secure Removable Media (SRM) – Q2 2007
 - Storage of rights on removable media
 - Huge step towards content and rights portability.
- OMA Broadcast 1.0 (BCAST) – Q3 2007
 - Standardised mobile broadcast technology
 - DRM extensions for Content and Service Protection
 - Compatible with DVB-H, DMB-T, 3GPP MBMS.

Beep Science DRM Portfolio

Beep Science OMA DRM products and solutions



Beep Science DRM Server

OMA v1 & v2 DRM Server software for Service Providers & Mobile Operators, interoperable with all OMA DRM capable devices



Beep Science DRM Agent

OMA v1 & v2 DRM Agent software, for Device Vendors, Trusted Platform Vendors and CE Manufacturers



Beep Science DRM PC Plug-ins

PC software plug-ins for Winamp, Windows Media Player and other PC media player to enable the playback and use of OMA v2 DRM content



WM DRM 10 (Janus) add-in

Beep Science can deliver WM DRM 10 implementation as an add-in to the standard Beep Science DRM Server and DRM Agent products. WM DRM features are implemented under the same DRM API enabling seamless integration of multiple DRM schemes

Thank You!

Contact Information

Sales@beepscience.com

www.beepscience.com