

DRM - A perspective from a broadcaster

B B C Research

What is the BBC?

BBC Vision

Our purpose is to **enrich** people's lives with programmes and services that **inform**, **educate** and **entertain**.



BBC Crest : 'Nation Shall Speak Peace Unto Nation'

BBC Business

Is a **content producer**

TV - analogue, digital, interactive, text

Radio - short wave, network radio and DAB

On-line - bbc.co.uk

.....and a **broadcaster**

Analogue TV, network radio and World Service

Digital TV and Radio

On-line pages and streaming

PDA's, phones etc

..... and looks for **alternative revenues**

BBC Resources (options being explored)

BBC Worldwide (BBC owned)

BBC Broadcast (sold 2005)

BBC Technology (sold to Siemens 2004)

Current Priorities

Building Public Value

The BBC's founders believed broadcasting could make the world a **better** place.

A new kind of cultural institution would be created - **open and dynamic**, as comfortable with the popular and everyday as with traditional high culture, yet committed to the highest ideals - **excellence, integrity, impartiality and creativity**.

In all these ways, the BBC would **build public value**.

A time of change

Consumer - Move to Digital Broadcasting

New Platforms for viewers

Adding interactive elements to TV Transmission

Time of continuous change (HD, surround, widescreen, online)

BBC - Move to Digital Broadcasting

Moving production base to digital techniques

Moving resource base to digital

Introduced new problems (choice vs quality)

Creation of BBC Ventures Group – commercial companies

Upgrading BBC facilities

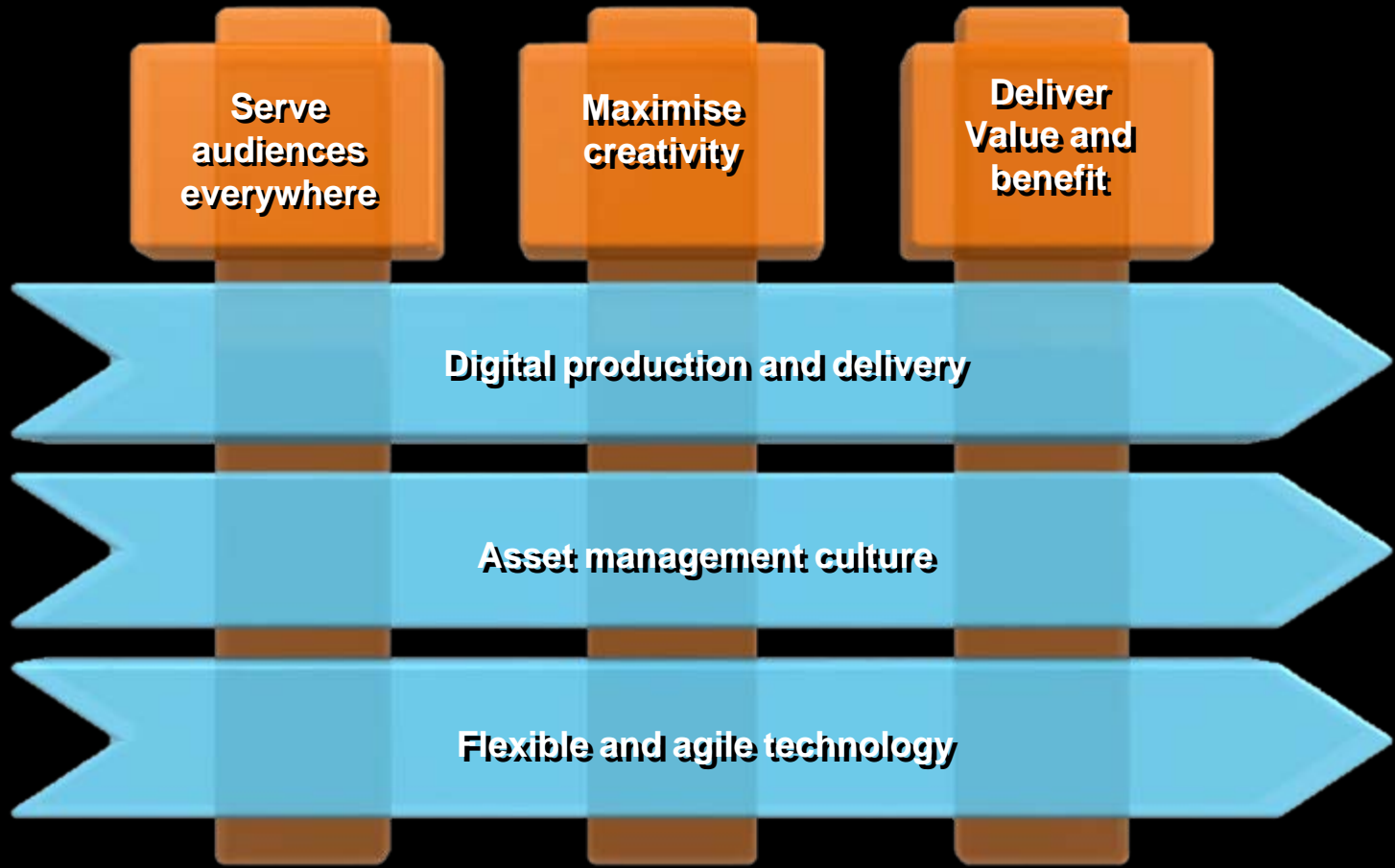
BBC in a Digital Age

The UK entering 2nd phase of Digital Revolution.

However, the **digital transformation** of Britain can only happen if new technology is **available** and **affordable** to all.

The role of the BBC is to **serve** all of Britain to avoid digital exclusion.

Strategic Themes



Digital Media Initiative

“Our aspiration is to fully prepare the BBC for its move to the on-demand digital world by...”

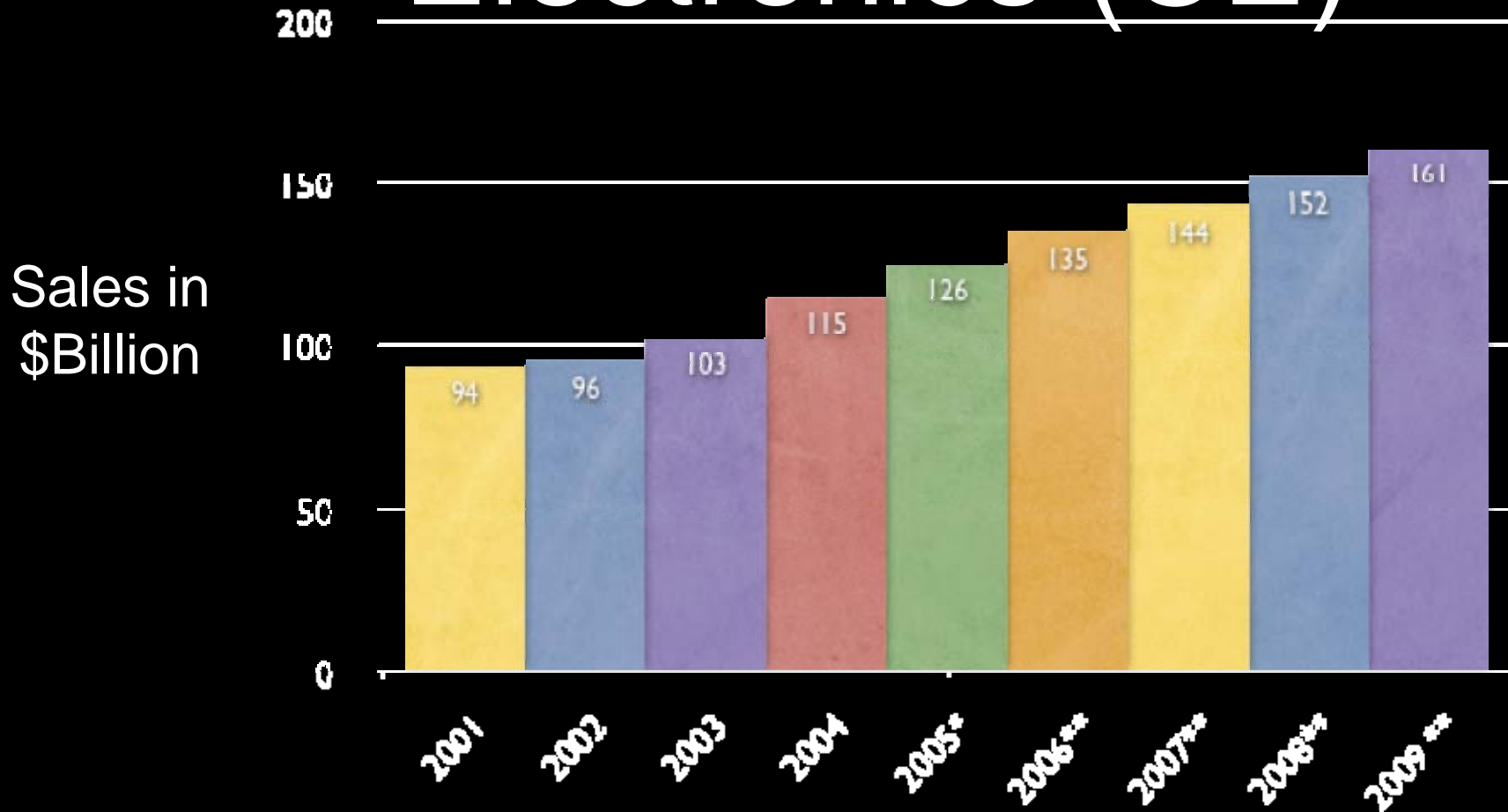
Capturing accurate data and building up information throughout the life of an asset from the earliest possibly opportunity

Enabling the movement and sharing of audio and visual material across all platforms both inside and outside the BBC

Streamlining processes and maximising the accessibility, use and exploitation of assets owned and controlled by the BBC for the

Consumer Environment

Growth of Consumer Electronics (CE)



N.B. *Forecast **Estimate

Source : Consumer Electronics Association

Future world of CE

Consumer marketplace in **constant flux** - there will be a constant renewal of the 'receiving platforms' available to end-user

Concept of **continual renewal** now established with consumers (as seen in mobile phones)

Broadcasters who fail to understand this will **lose out or disappear** in the next decade

Disintermediation

function - noun

etymology - from the investor's bypassing of the intermediate institution:

the diversion of savings from accounts with low fixed interest rates to direct investment in high-yielding instruments

1. In finance, withdrawal of funds from intermediary financial institutions, such as banks and savings and loan associations, in order to invest them directly.

2. Generally, removing the middleman or intermediary.

BBC & Standards Based DRM

DRM & Open Standards

Where are we at the moment within the
BBC?

What issues does this present to us and our
audiences?

What could technology do to resolve these
issues?

Is it viable to expect a standards based

Why is DRM




Ownership: We do not own the 'blanket' rights for all of the content we produce or transmit

Legality: We are legally obliged to enforce the territorial, duration and platform aspects of the rights we purchase

Commercial Income: In addition to our public service operation, we have an international commercial business to consider

However, as a publicly funded organisation funded through a license fee, we must ensure that DRM does not impact or inhibit the services we provide to our audiences

Where we are today....

<p>‘Watermark’ (Branding)</p>	<ul style="list-style-type: none">• Linear Broadcasting• On-demand/catch up TV• PVR Recordable• Streamed content 
<p>License</p>	<ul style="list-style-type: none">• Downloadable archive clips 
<p>Key</p>	<ul style="list-style-type: none">• Broadband PVR• Downloadable Mobile content• Downloadable archive shows 

So where are the issues?

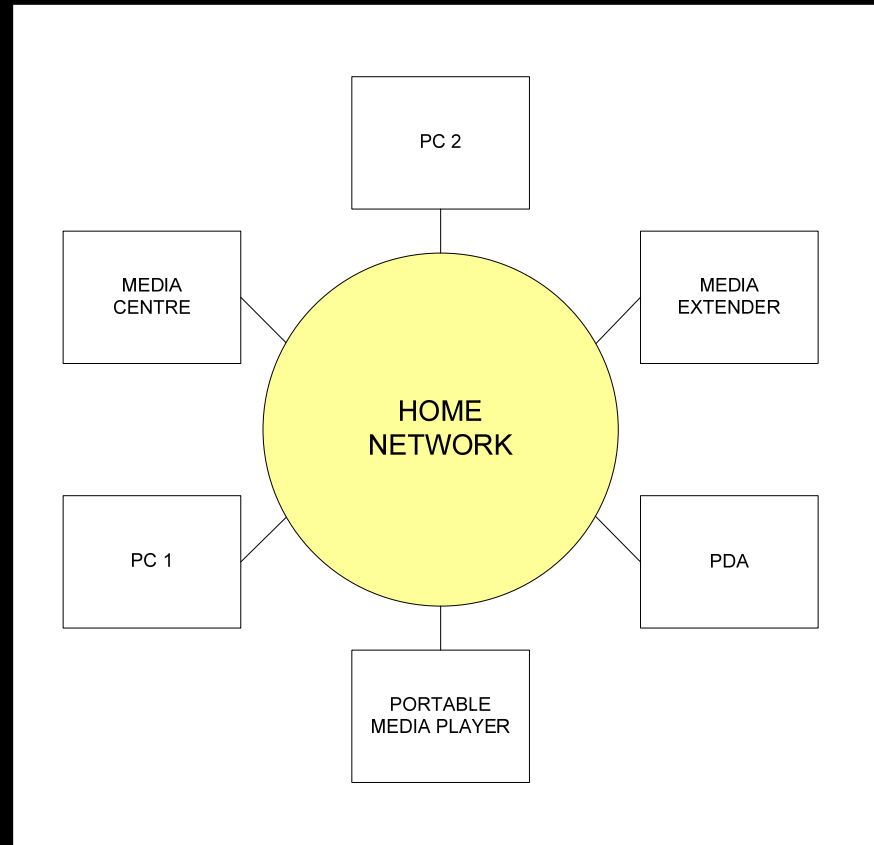
Expectation management!

As portability becomes key, the issues gets worse

End-to-end 'lock in' is rarely desirable

Restricted usage models are already causing friction amongst consumers

Technical cost of servicing all combinations are significant



Standards benefit all

Technology should be used to make things simpler, not more complex!

Standards bodies in our industry are key to resolving this issue and have successfully dealt with these types of issues in the past

A common standard would enable media organisations to service a wide range of devices and platforms without parallel infrastructures

Within time, the consumer will not tolerate some of the restrictive practices we're seeing today

Is it viable?

Technically yes, but it probably will not really start to happen for another 3-5 years

Cost of the initial and ongoing investment in the end-to-end production and broadcast infrastructure is prohibitive at present

Best chance of early success may be the open source community

Key manufacturers are unlikely to agree on a common approach

Legal rights model for on-demand content is still very much up in the air in most countries