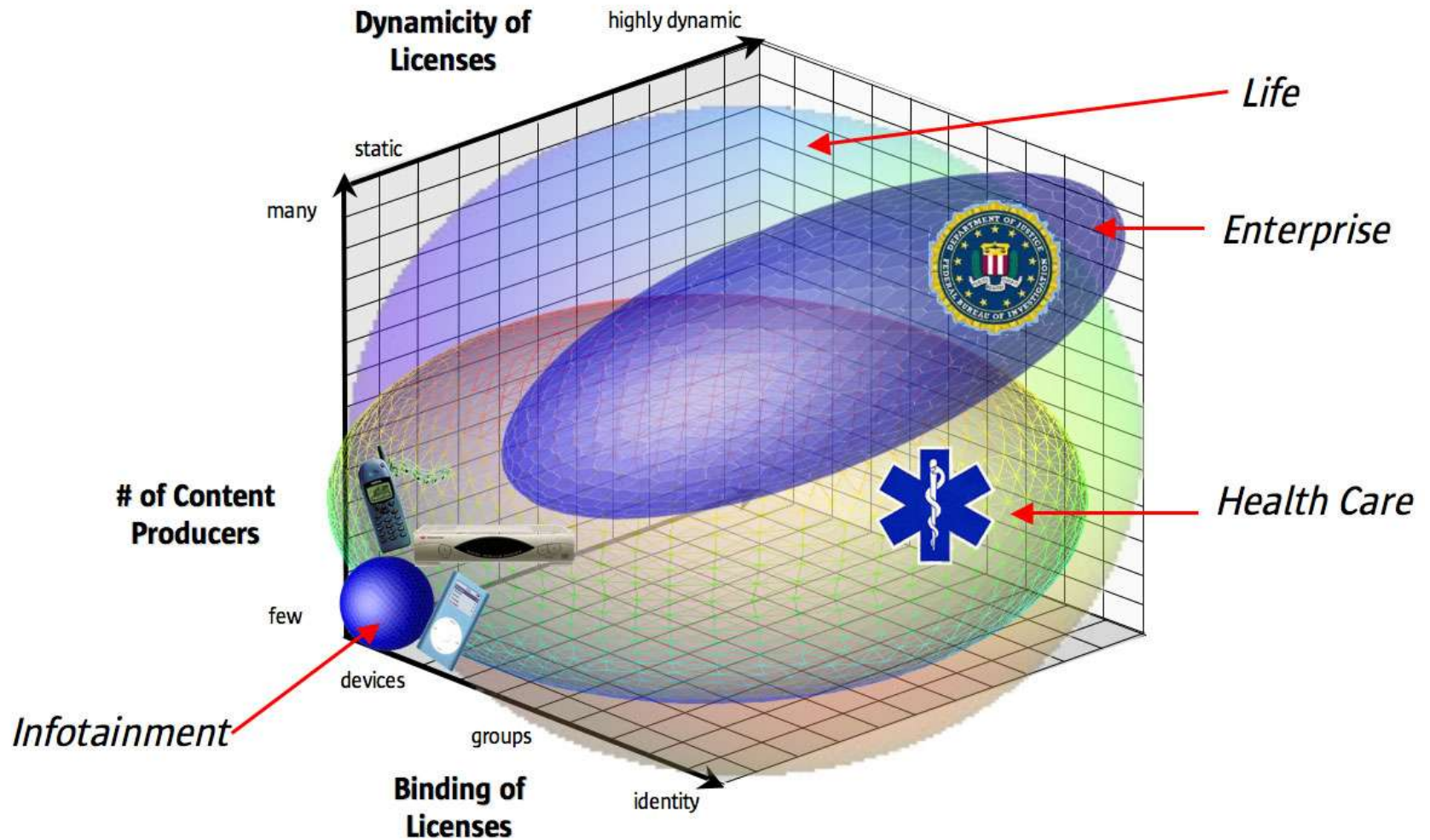


Open Media Commons & Project DReaM

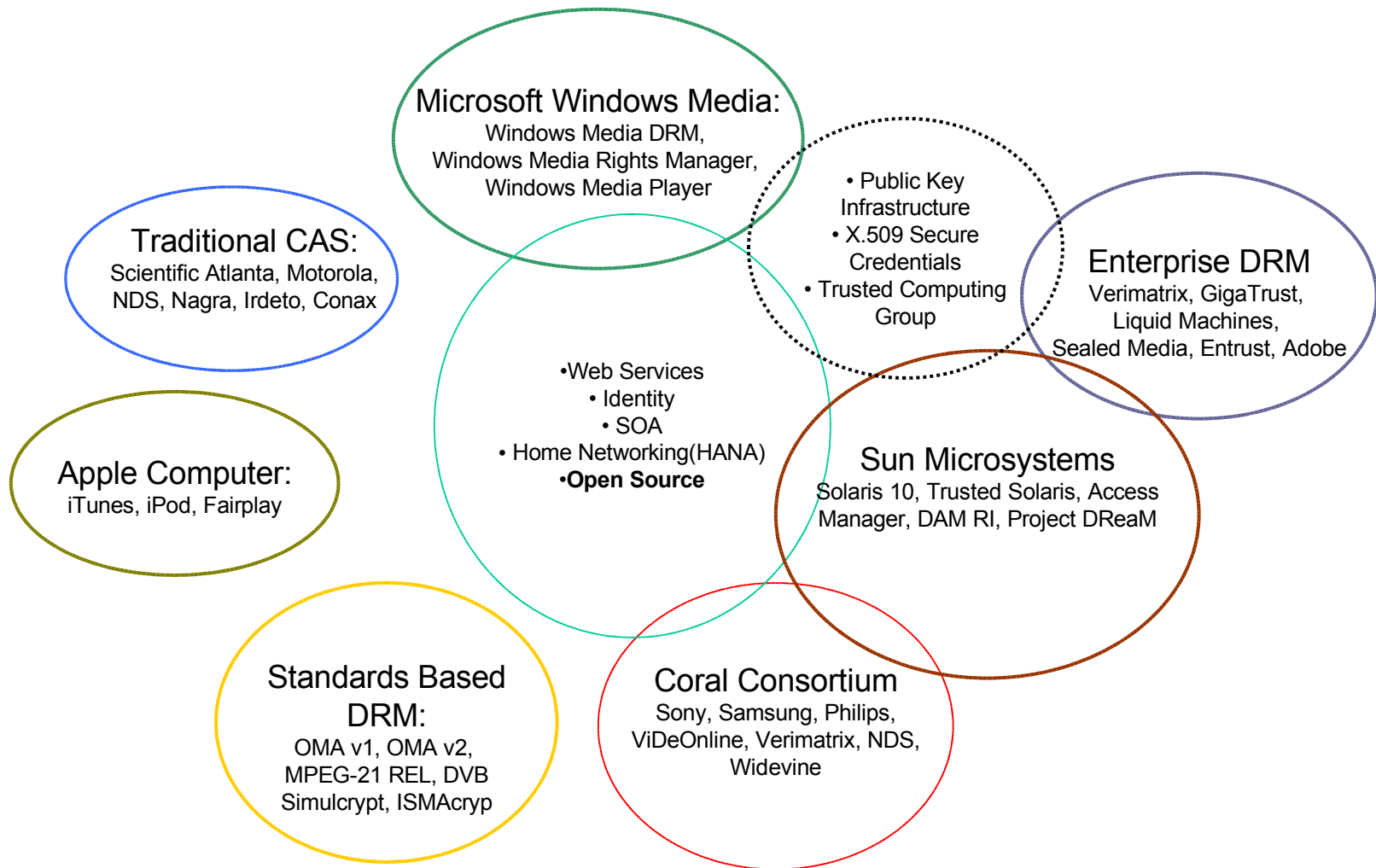
January 2006
Luca Barbieri
Sun Microsystem Italy



DRM Requirements



DRM EcoSystems



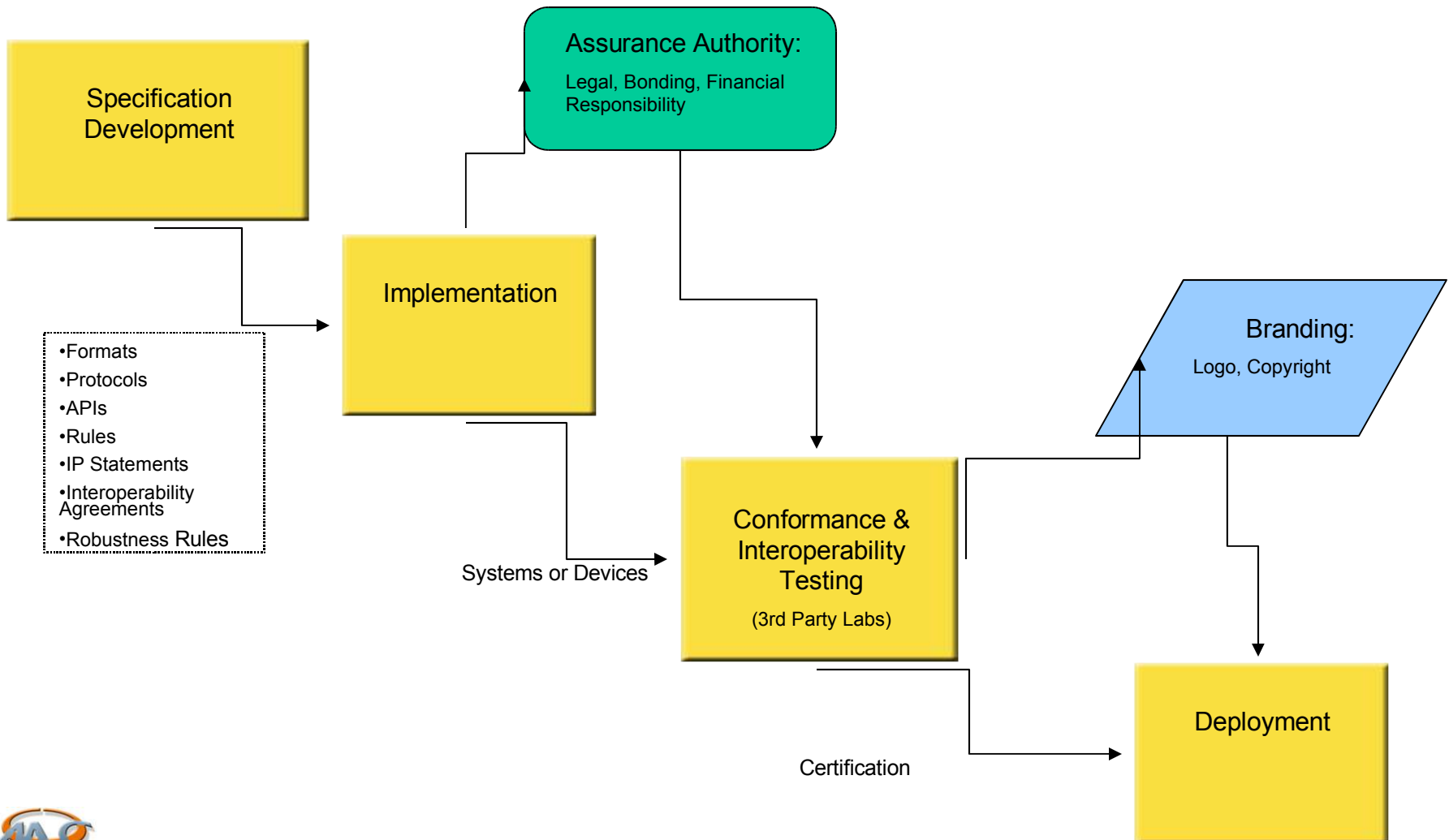
Goals: Open Media Commons

- Specify open, ***royalty-free*** digital rights management and codec standards
- Collaborate with like-minded open-source communities
- Influence standards organizations
- Promote the creation, duplication and distribution of digital content and ensure that creators and owners get compensated

Open Media Commons Projects

- DRM - OPERA
 - > Open, end-to-end content protection
 - > Licenses based on identity rather than devices
 - > Open source, **royalty free**
- Java Stream Assembly (JSR-158)
 - > Launch pad for media delivery services
 - > Pluggable component architecture
 - > Designed for broadcast, on-demand and ITV
- Sun Streaming Server
 - > Standards compliant media server
 - > Supports 3GPP, IETF, ISMA and MPEG-4 standards
- Project DReaM (COMING)
 - > DRM, CAS & Interoperability framework
 - > Derived partially from DRM-OPERA
 - > Open source, **royalty-free**

The Process Ahead



1st Open Media Commons Workshop

- WHEN: March 15-16 2006
- WHERE: Santa Clara, CA
- REGISTRATION REQUESTS: <http://www.OpenMediaCommons.org>

Time	Session	Speaker	Location
8:00am-9:00am	Registration Check-in (continental breakfast available in foyer)		Foyer
9:00am-11:15am	Morning General Session		Auditorium
	Welcome & Day's Overview	TED	
	Sun Keynote - Why Open Media Commons?	Jonathan Schwartz - President, Sun Microsystems, Inc.	
	Entertainment Industry Requirements	TED	
	Education and Government	TED	
	Healthcare Industry Requirements	TED	
	Legislative & Public Policy Issues	TED	
	Enterprise Requirements	TED	
11:15am-11:30am	Break		Foyer
11:30am-12:30pm	Introduction to Project DReaM	TED	
	High-Level Overview, Architecture, Components	TED	
	Preliminary Legal Analysis of DReaM	TED	
12:30pm-1:30pm	Lunch		Auditorium or outdoors
1:30pm-3:00pm	The Open Source Process	TED	Auditorium
	Specifications, Implementations, New Contributions, Review & Revision, Certification & Conformance, Copyrights & Patents	TED	
3:00pm-3:10pm	Breakout Sessions Overview, then Break		
	Session #1 - Technical Requirements and Specifications: DReaM-CAS, DReaM-MMI, DReaM-D15N	TED	Auditorium
	Session #2 - Public Policy, Legislation and Usage Models	TED	Upstairs Meeting Room
5:00pm	End of Day One		

Time	Session Description	Speaker	Location
8:00am - 9:00am	Continental Breakfast		Foyer
9:00am - 10:30am	Morning General Session		Auditorium
	Welcome & Day's Overview	TED	
	Report back from Technical Breakout	TED	
	Report back from Policy Breakout	TED	
	Royalty Free Codecs Session	TED	
10:30am - 10:45am	Break		Foyer
10:45am - 12:30pm	Joint Session - Usage Scenarios and Consumer Acceptance	TED	
12:30pm - 1:30pm	Lunch		Auditorium or outdoors
1:30pm - 3:30pm	Breakout Sessions Overview		
	Session #1 - Technical Specifications, Revision Process, New Work Items, Roadmap ahead	TED	Auditorium
	Session #2 - Legal Obstacles, Achieving Royalty-Free, Roadmap	TED	Upstairs Meeting Room
3:30pm - 3:45pm	Break		
3:45pm - 5:00pm	Wrap-up Session	TED	
	Reports back from Breakout Sessions		
	OMC Community Forums & Projects		
	Next Steps		
	Q & A		
5:00pm	End of Workshop		

Invitation to Participate

- Join the Open Source Community
 - > Support open source/royalty-free initiative
- Participate in Community Projects
 - > java.net
 - > opensolaris.org
- Community Forums for spec/source discussion...
- 1st Community Workshop - March 15th...

Interest/commitments so far ...





An Open, End-to-End
Content Protection Solution

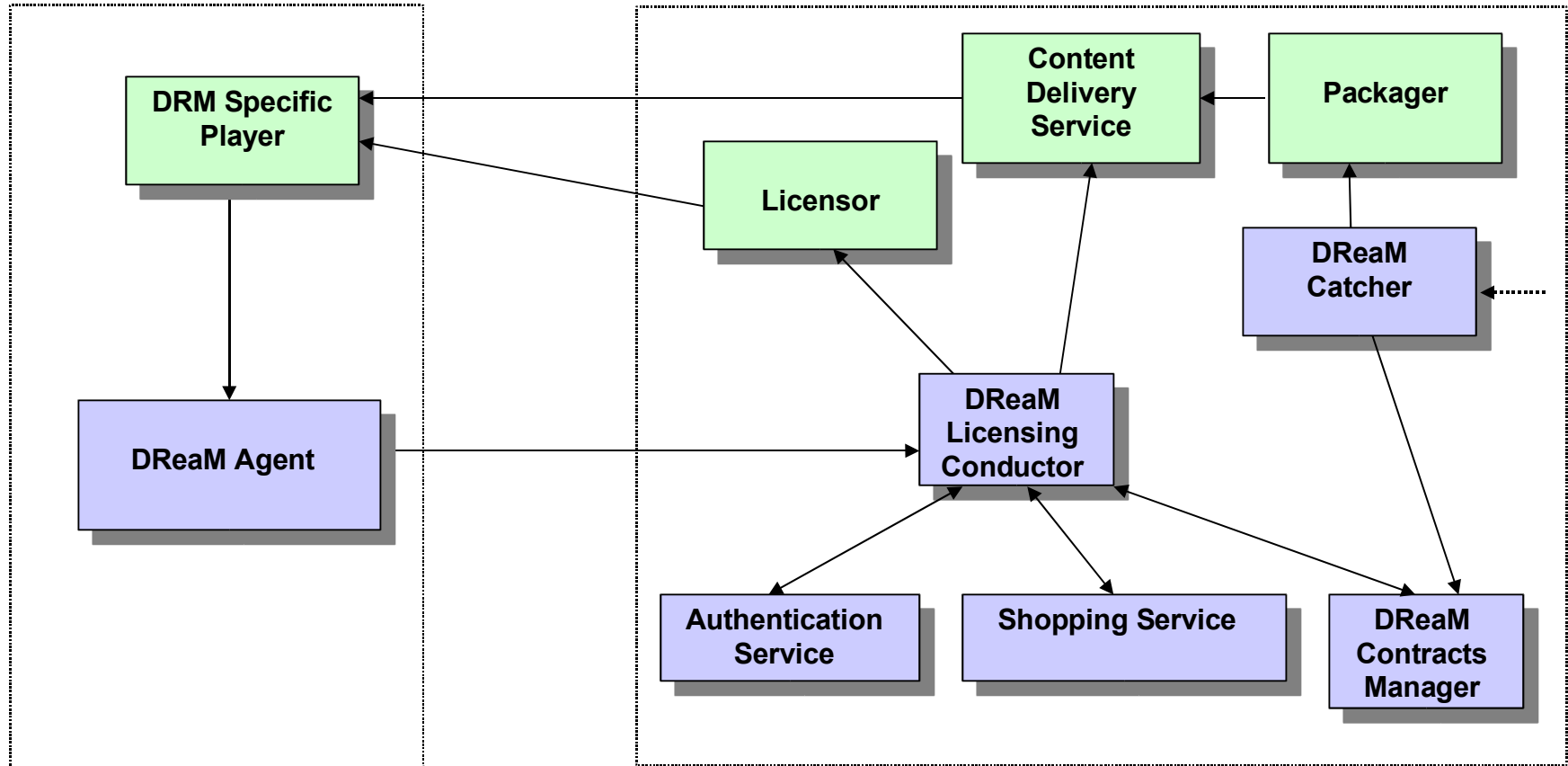
Project DReaM

- Supports Open Media Commons (OMC) vision of open source and royalty-free intellectual property
- Leverages Liberty Alliance to promote Identity & Role based licensing models, rather than device based licensing only
- Addresses both Conditional Access (CA) and Digital Rights Management (DRM) system models
- Addresses customer immediate multi-system interoperability requirements
- Independent of any specific content type
- A horizontal solution platform capable of supporting: Business, Content and Life vertical markets
- Exploration of RMS policy options beyond encryption (watermarking & tracking)

3 Key Elements of DReaM

- Digital Rights Management Service (DReaM-MMI)
 - > Ability to manage rights for any type of content in various usage models
 - > Includes RF content protection and management technologies
- Conditional Access (DReaM-CAS)
 - > Ability to deliver timeline dependent content to multiple consumers (IPTV, telemetry, surveillance)
 - > Includes RF content protection and distribution technologies
- Disintermediation (DReaM intraOPERAbility Framework)
 - > Separation of back-office services from players/consumption
 - > Authentication, Billing, Entitlement, Rights Management, Subscriber Services, Portal, Content Delivery (sometime proprietary)
 - > Interoperability with existing content protection technologies
 - > Client-side Player/Consumption, Licensing, Packaging
 - > Emphasis on Identity based licensing over device licensing

Project DReaM Architectural Overview



DReaM Client Side

DReaM Service Side



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