Chapter VII

Integrated Domain Model for Digital Rights Management

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Abstract

Digital Rights Management (DRM) is an issue of controlling and managing digital rights over intellectual property. It has recently broadened its scope from being merely a content protection concern to description, identification, trading, protection, monitoring and tracking of rights over tangible or intangible assets. In our study we found out an essential problem of the domain: lack of models on an appropriate level of abstraction needed to support research and system development. Modelling, identifying and describing the core entities enable the rights management functionalities. This chapter contributes in recognizing the principal entities and providing detailed description on current identification and
description matters and solutions. Our analysis results in the remark of distinguishing the evolution stages of digital content and separating the different offers and agreements through which the rights are traded between the value chain participants. Based on the depiction of the domain model, this chapter additionally gives insight into the future trends and issues on the DRM domain.

Introduction

Manual methods of managing intellectual property rights over organizations’ assets are well established, although somewhat inefficient. Digital environment creates new challenges by disabling the inherent control over physical objects that organizations had with legacy media and, thus, the conventional management and securing of assets no longer applies. On the other hand, creation and distribution of digital media – for example, documents, audio, video and multimedia in digital format – offers opportunities for increased efficiency and additional revenues in certain industries (National Research Council (U.S.), 2000; Rosenblatt, Trippe & Mooney, 2002). At this time, creation and management of digital content itself has become uncomplicated. However, efficient and effective management of intellectual property rights in a digital environment is to date a complicated issue.

The worst scenario for those involved in digital content creation and commercial utilization is that the copyrights and rights to those assets can be infringed upon on a large scale. Misuses of digital products or confidential information may occur:

- as individual consumers are distributing content in peer-to-peer networks or in a business-to-business environment, within client company and/or between two companies;
- within a company, where a department uses copyrighted content from shared databases, being unaware of the restrictions of content usage;
- on the creators’ side, for example, creator company operating in several business networks utilizes the assets or knowledge created in one network throughout other networks or similar exploitation in case of individual creators.
E-Commerce Opportunities in the Nonprofit Sector: The Case of New York Theatre Group
www.igi-global.com/article/commerce-opportunities-nonprofit-sector/1508?camid=4v1a