



VirtuosoMedia

secure digital rights management

The secure home multimedia hub

The future of entertainment distribution

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Introduction VirtuosoMedia

- Offline professional multimedia protection for “Bouwbox Digitaal”
- Online music solution with “VirTunes”
 - We keep track of the tracks
- Set-top box solution with “Virtiq Technology”
 - Key to paid content





The Future of Entertainment distribution

- Trends:
 - Bandwidth capacity is growing,
at marginal higher costs
 - More embedded, interconnected systems
 - Consumers in the driving seat



Consumer more in control

- In the past:
 - “Content is King, but Delivery rules”
- New unsustainable situation today:
 - “Content is King, but the *Consumers* rule”
 - If the delivery is not provided, he/she will create his/her own with P2P
 - E.g. Record companies will change
 - But the artists suffer



The New King

- In the new sustainable world:
”Consumer is King, but Content rules”
 - All the choices the consumer wants, but in a controlled way with DRM
 - Uncontrolled optional, at a price!
 - important factor: Marketing



4P's Marketing Factors

- Marketing traditional goods
 - Product, Price, Place & Promotion
- Marketing virtual goods
 - (Virtual) Product & Price,
 - Promotion
 - Payment Portal (The place of transaction)



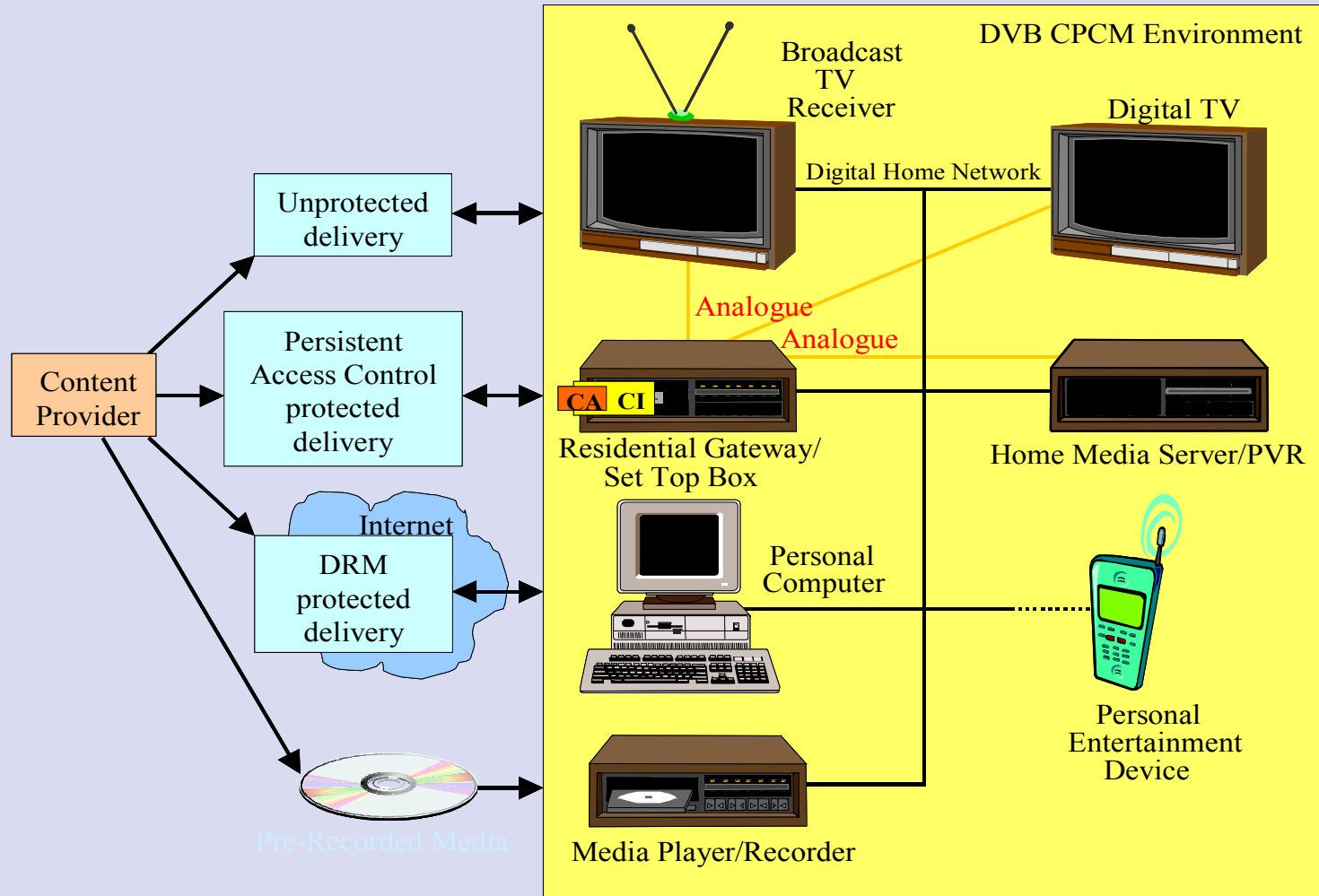
DRM as a Marketing Factor

- With DRM 'new products' can be created based on the same content: product differentiation.
- Needs to be placed in the total 4P's
- Probably: price differentiation
- Conclusion: DRM is a marketing factor, not a control factor!



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Rights Protection by DVB-CPCM





The new standard - required -

- A 'Universal' DRM/format standard
 - Intertrust (Philips/Sony) ?
 - Microsoft WM Player
 - Apple iTunesPlayer
 - RealNetworks RealPlayer
 - ODRL with OMA profile Mobile devices +
- When will it be fully interoperable?
 - Aim for 2010, but sell services today



Delivering protected Virtual Goods today

- Content/Rights channels today:
 - One for 'set-top box'
 - One for PC / Desktop system
 - One for Mobile / UMTS
- In the digital world:
a bit is a bit is



Enabling content sales

- Secure Home Multimedia hub
 - Also called: Residential Gateway, Home Media Server, Digital PVR, connected home entertainment system
- Features
 - Broadband connected, wireless distribution
 - Longer term: based on 'pervasive standards'
 - Secure & easy payment facilities



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*Virti***Q** Technology

- Combination of
 - DRM technology of VirtuosoMedia
 - Payment technology of SyntiQ International based on SyntiQ-Pay
- SyntiQ International is
 - 100% daughter of Interpay
 - Interpay is the Dutch banking back-end



- SyntiQ-Pay, SyntiQ's core product, is a complete *certified* payment environment.
- Remotely controlled in a secure way
- Based on the powerful SyntiQ-Pay chip & fits into existing and in new payment terminals
- Very high security: ITSEC E6 high & EMV level2 certification on some applications



Conclusions

- The future of distribution of Media & other Virtual Goods is consumer driven: “Consumer is King, but content rules”
- DRM will be a marketing factor, rather than a control factor
- The secure home Multimedia hub, will be an entertainment sales enabler



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VirtiQ Configuration

