

Call for Papers

5th International Workshop for
Technology, Economy, and Legal Aspects of Virtual Goods
incorporating the 3rd International ODRL Workshop

Oct 11-13 2007 in Koblenz, Germany



The German rivers Mosel and Rhein meet at the Deutsches Eck
(Picture taken from Wikipedia - http://de.wikipedia.org/wiki/Deutsches_Eck)

www.virtualgoods.org

Virtual Goods 2007 is organized by the GI Working Group ECOM and with IFIP Working Group 6.11 Communication Systems in Electronic Commerce.

1. Short Description

With the rise of new digital music portals, the development of copyright laws world-wide and the increasing success of alternative models, the discussion on digital rights management is even more intense than ever before. Digital content, e.g., MP3 music, flash films, or electronic books, is coming up more and more in the Internet, and doubts that technical protection alone will suffice are increasing. Existing technical approaches to digital rights protection are proprietary and mutual incompatible, they establish closed user groups. Moreover, they overestimate the technical chances to transfer usage rules of physical goods to the digital world by control of end-user devices.

Any business model of virtual goods must include not only the virtual objects and their technical control functions, but also the human actors and their personal and economic interest. What is needed is a simple and safe technology which supports a balance of interests between creators, providers and consumers of digital goods. Current technology does not give satisfactory answers.

The goal of this conference is to bring together experts from scientific and practical fields, researchers from different disciplines, developers, and users interested in electronic commerce of virtual goods. We will assess current methodologies and bring forward new research directions.

We expressly welcome research contributions from different fields, including computer sciences, eco-

nomics, business, law, human sciences and other relevant disciplines.

2. Topic List

Topics of interest include, but are not restricted to, the following aspects:

- Content protection (watermarking, encryption, signatures)
- Technical solutions in digital rights management
- ODRL Rights Expression Language
- User acceptance of digital rights management
- New business models and solution architectures
- Peer-to-Peer systems
- Virtual goods services, e.g. payment and delivery
- Fraud management
- Security and privacy
- The economic role and perspective of the actors
- The economic/cultural/legal impact on the society

3. Important Dates

June 1, 2007	Full papers submitted
July 15, 2007	Notification of acceptance
Sep 1, 2007	Deadline for registration
Sep 1, 2007	Print-ready papers due
Oct 1, 2007	Web-ready presentations due
Oct 11-13 2007	Workshop in Koblenz

4. Paper Submission Guidelines

- Papers should be in Portable Document Format (.pdf).
- Papers should be written in English.
- Detailed information will be published later on the Web site of the Virtual Goods Workshop

Submit your paper to:

grimm@uni-koblenz.de and/or

hass@uni-koblenz.de

5. Conference Proceedings and Publishing in the Web

Accepted papers will be printed in a Conference Proceedings Volume published by Nova Science Publishers, Inc., Hauppauge, New York, USA.

www.novapublishers.com

(Contract in process)

Abstracts and slides of presentation will be published in the Web at

www.virtualgoods.org/2007

6. Conference Chairs

- **Ruediger Grimm**
IT Risk management
University Koblenz-Landau
grimm@uni-koblenz.de
- **Berthold H. Hass**
New Media
University Koblenz-Landau
hass@uni-koblenz.de
- **Juergen Nuetzel**
Computer Science - Digital Rights
Management
4FriendsOnly.com Internet Technologies
AG, Ilmenau
Jn@4fo.de

7. Keynote Speakers

- **Dr. Susanne Guth**
Technical Lead Music/DRM
o2 Germany, Munich
- **Prof. Dr. Karlheinz Brandenburg**
Director
Fraunhofer Institute for Digital Media
Technology, Ilmenau

8. Program Committee

- Borka J. Blazic, University and Jozef Stefan Institute, Ljubljana, SLO
- Nathaniel Borenstein, IBM Lotus Division, Ann Arbor MI, USA
- Karlheinz Brandenburg, Technical University Ilmenau, DE
- Wojciech Cellary, The Poznan University of Economics, PL
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- Ed Gerck, Safevote Inc., San Rafael, CA, USA
- Ruediger Grimm, University in Koblenz, DE (chair)
- Susanne Guth, o2 GmbH, Munich, DE (esp. ODRL)
- Berthold Hass, University in Koblenz, DE (chair)
- Thomas Hess, University Munich, DE
- Renato Ianello, National ICT Australia (NICTA), AU, (esp. ODRL)
- Peter Kropf, Université de Montréal, CAN
- Deepa Kundur, Texas A&M University, USA
- Paolo Nesi, University of Florence, IT
- Kia Ng, University Leeds, UK
- Juergen Nuetzel, 4FriendsOnly.com AG, Ilmenau, DE (chair)
- Günther Pernul, Uni Regensburg, DE
- Einar Stefferud, Internet Visionary, USA
- Frank Stoll, UBS, Zürich, CH
- Herwig Unger, Fernuniversitaet Hagen, DE

9. Web site

www.virtualgoods.org



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Zukunft gestalten.