

Digital Rights Management in Practice

British Library Case Study

Mat Pfleger, Head of Sales and Marketing



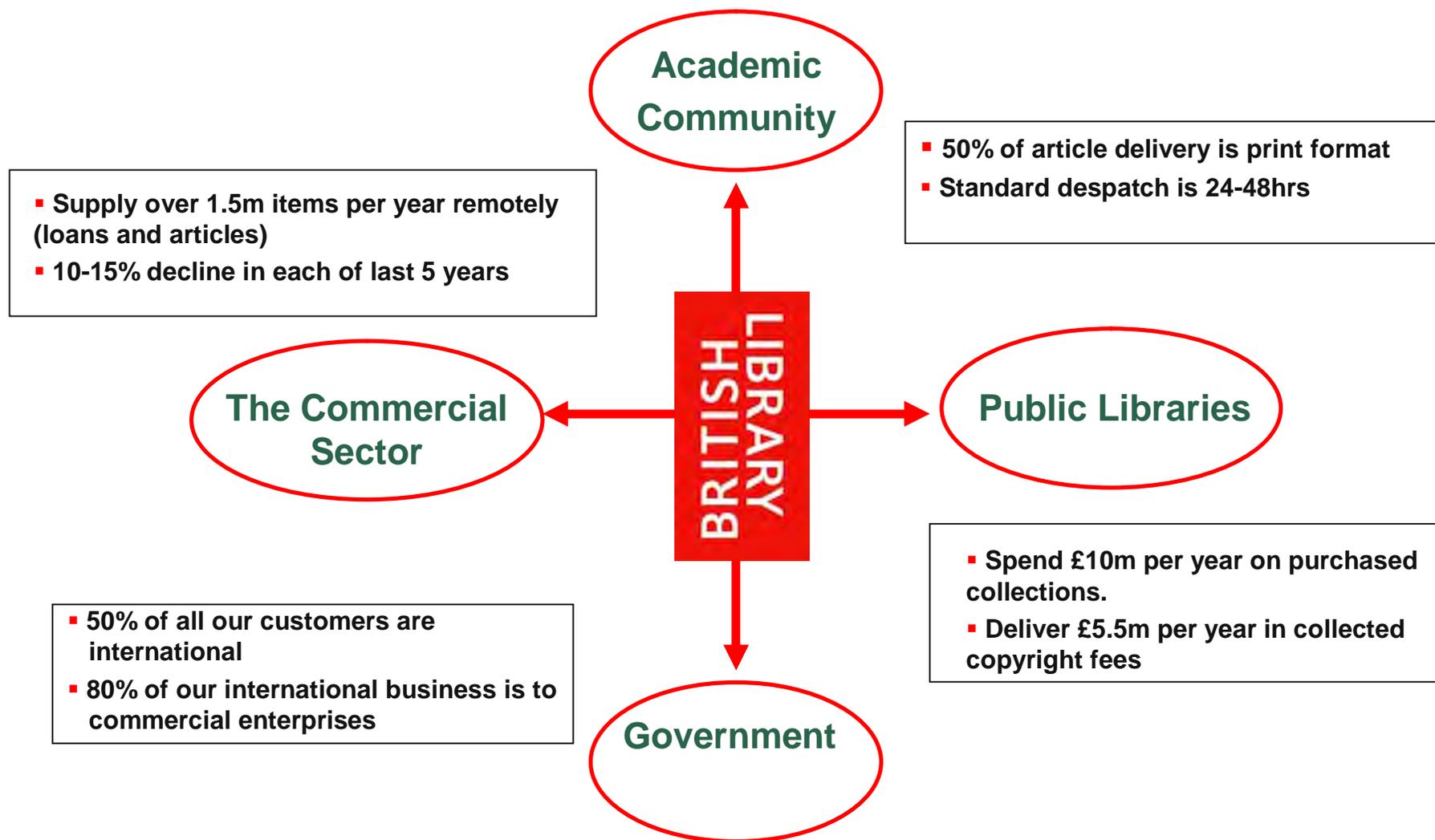
Image courtesy of Research Information Magazine
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DRM – A Definition

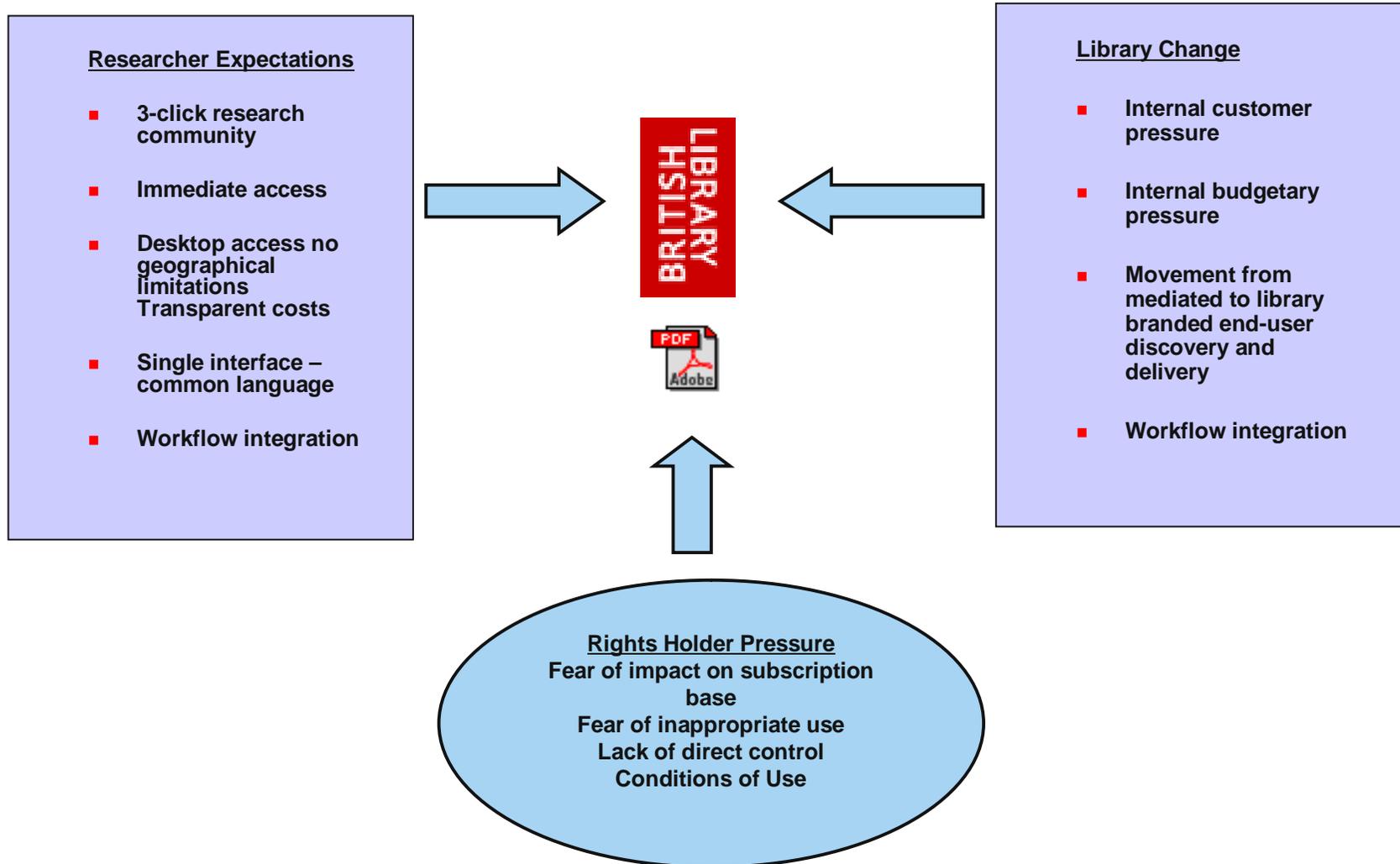
“We define DRM as meaning both the management of rights in digital form , and the management of objects in digital form”

Sean Martin, Head of Architecture BL

DRM in the context of the British Library



Why did we need to implement DRM?

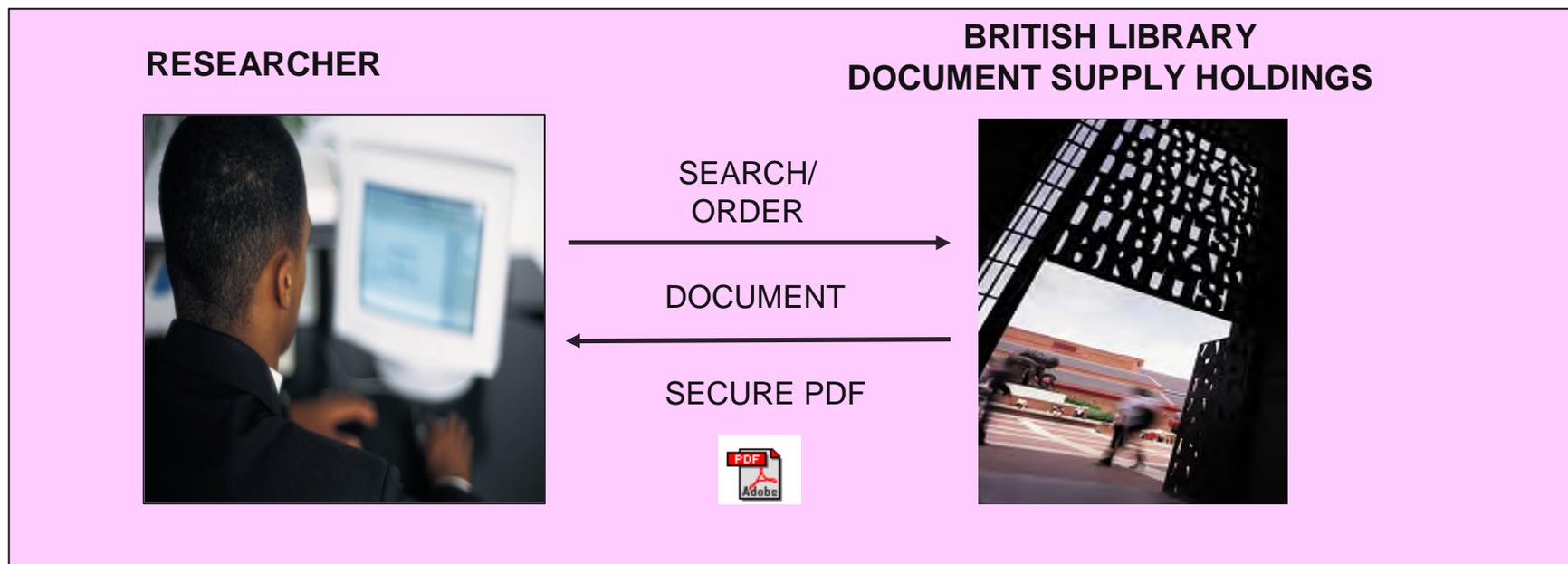


Selection and Investment

- Platform selection criteria agreed 2000
- Several DRM platforms investigated
- Platform selected
- Partners identified to assist in development of solution
- Development commenced 2002
- Investment in DS infrastructure
- Secure Electronic Delivery (SED) launched Online 2003



How does it work?



DRM restrictions

- File is collected not delivered, 14 day limit for collection
- Use of the file is limited to the machine on which it is downloaded
- Storage and viewing of file is time limited
- Printing set to one copy only
- Forward and copying of article disabled
- Open once only, no intermediary checking allowed

From: archie@bl.uk
To: Davis, Michael
Cc:
Subject: British Library - Secure Electronic Delivery (SED) for Request Number: 00001

Sent: Thu 27/01/2005 09:13



This message contains a link to the document you requested for Request Number: 00001
Relais Request Number: REG-12398785

The document contains 6 pages, is 1,232KB, was posted on January 27, 2005 at 09:13:05 AM and is now available. It must be downloaded and printed within 14 days and can be accessed only one (1) time.

Click [here](#) to download your Secure Electronic Document

The document is encrypted and requires Adobe Reader 6 to view and print it. If you do not have the full version of Adobe Reader 6 - click [here](#). The document must be downloaded within 14 days from the above date. The document can be downloaded only once. You may forward this email to the original requester for them to download if you wish, providing you have not previously downloaded the document.

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If you have any queries, please first contact either:
your local administrator
or the [British Library](#): (+44 (0)1937 546060 please quote the Request or REG number)

Please note: If the link to obtain the document does not work from your mail program, please copy this URL into your Web browser;

<http://edd.bl.uk/fulfill/ebx.etd?action=enterorder&ordersource=live&orderid=REG-12398785&handoff=true&custid=10010379&bookid=DOI%3AREG-12398785&gbauthdate=1%2F27%2F2005+9%3A16+UTC&dateval=1106817408&gbtver=3&auth=1eb36c859e04ee66aae5627fa3b1344f35b9a788>

How does SED compare to primary DRM provided by other document supply agencies and publisher models?

	BL SED	CISTI SDD	Infotrieve E100	Publisher PPV	Publisher Subscription
File Format	PDF	PDF	PDF	PDF/HTML	PDF/HTML
Level of Technical Protection Measures	High	High	High	Medium*	Low/Medium
Ability to save and forward?	No	No	No	Variable*	Yes*
Print once only?	Yes	Yes	Yes	Variable*	No*
Timed Viewing	Yes	Yes	Yes	Variable*	No*
Collection Limit?					

*Varies from publisher to publisher

Implementation

Don't underestimate the challenge of implementing DRM

Problem Faced

Customer education

SED requires Adobe Reader 6 or higher

Early versions of Adobe 6 required a plug in.

Inconsistent approach to DRM by other document supply vendors and publishers (earlier slide)

Management/Mitigation

Communications plan

Dedicated Support Website

Customer Service Team Training

Regular customer communications

High profile early adopters

Acceptance of 12-24 month migration programme

Implementation

Don't underestimate the challenge of implementing DRM

Problem Faced

Librarians not keen to offer desktop delivery direct to end-users

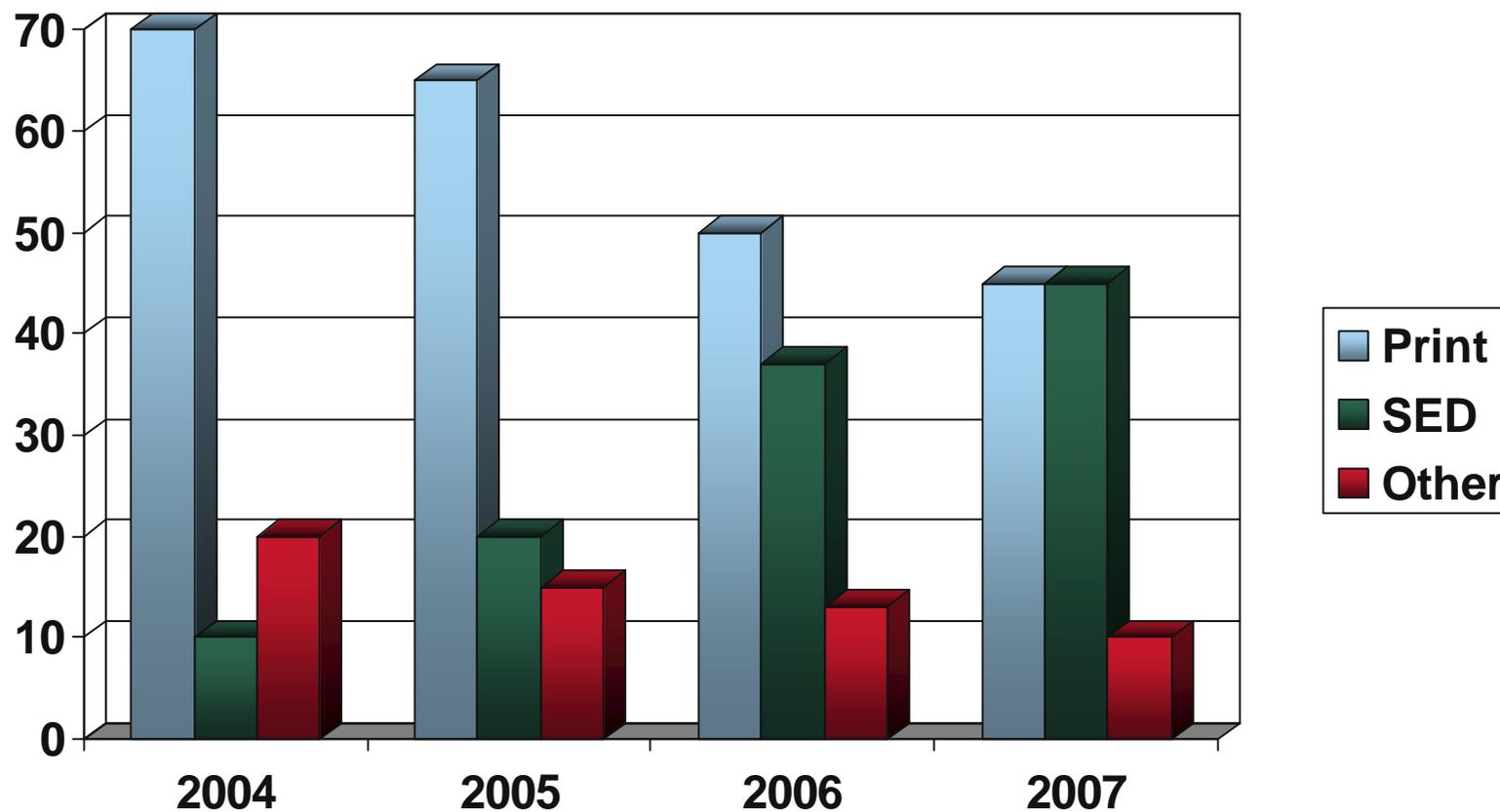
Some concern within non-corporate markets of increased print costs, expectation across all markets of discount for electronic delivery

Management/Mitigation

Library branding and messaging opportunities for delivery emails

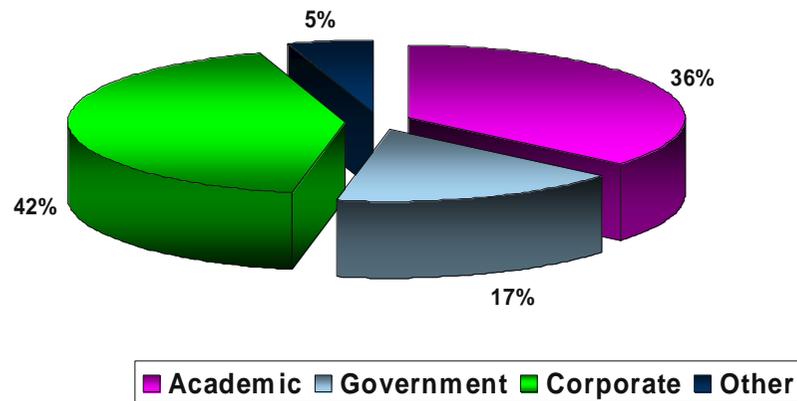
Price differentiation

SED adoption over 3 years % of Article Supply

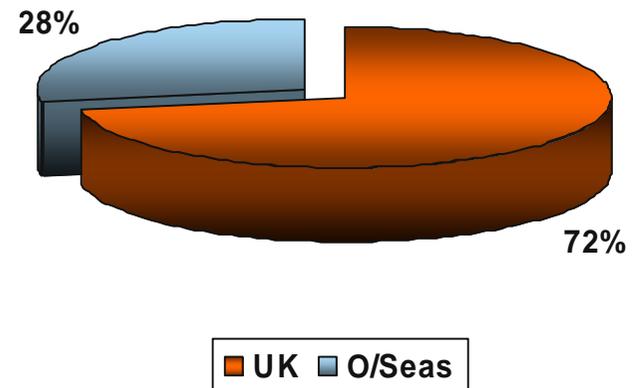


SED Adoption in 2006

By Sector



Geographic Split



Future DRM Challenges Document Supply Specific

- Ensuring upward compatibility of current Adobe platform
- Managing changing customer expectations
- Investigate collaboration with other document supply vendors to ensure some consistency in approach, platform and technical protection measures
- Investigate collaboration with rights-holders to try and ensure that the industry is consistent in its approach to technical protection measures.

Future Challenges As a legal deposit library

In a 'E' age as a deposit library we face a number of potential challenges:

- How will DRM impact the preservation or archiving of work?
- How will DRM impact the management of assets?
- Will we be able to unlock content whose TPM is obsolete?
- Will DRM prevent re-use of content which is no longer under copyright?

To conclude

What level of DRM or specifically technical protection measures do we really need?

If DRM is to be widely adopted by the publishing community then it is crucial that:

- a common or interoperable platforms and set of rules are adopted
- accessibility issues for future generations is considered