



Project DReaM Status

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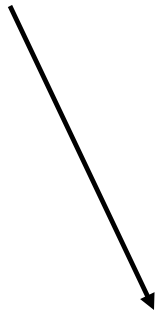
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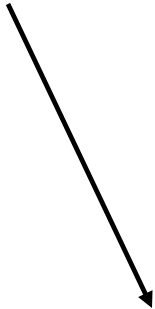
What Works Well Today...



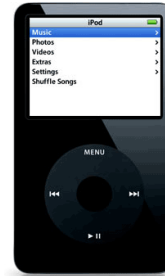
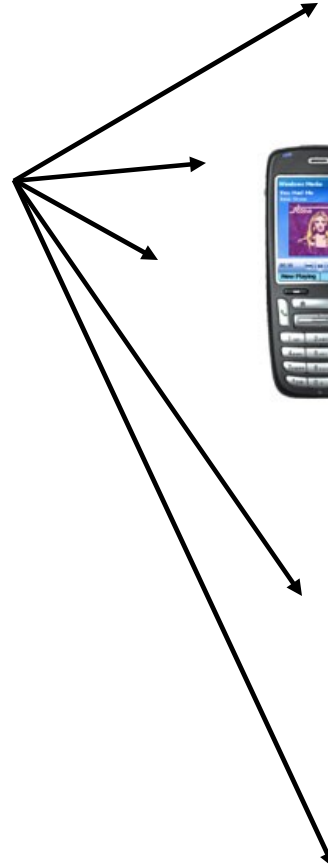
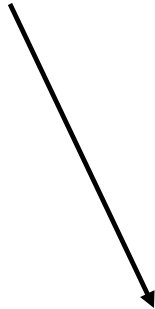
What Works Well Today...



What Works Well Today...



... Until It Breaks Down



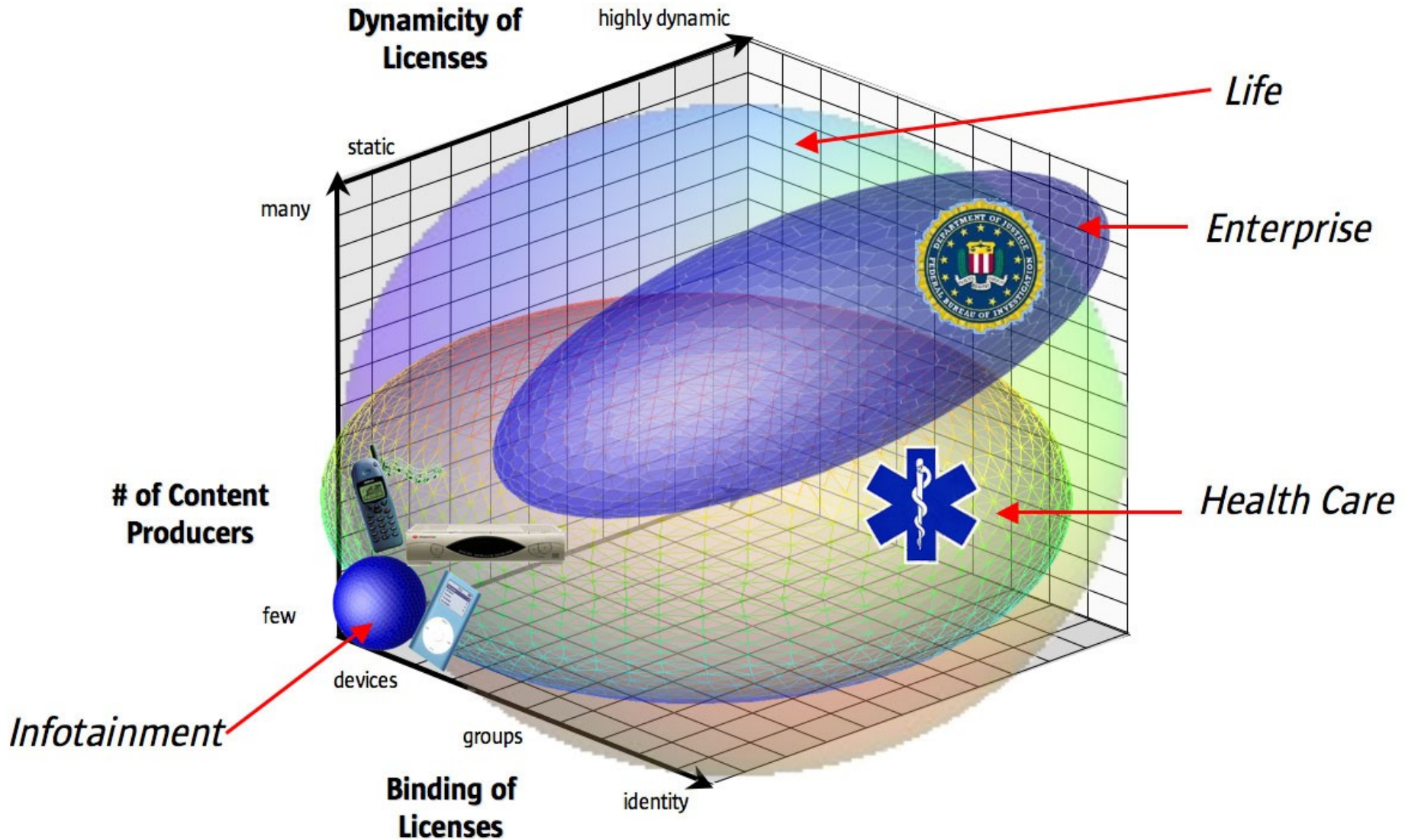
DRM's First Generation *Non-Interoperable Communities...*



What Is Required...

- Vendor Neutral, Interoperable system
- Trusted Clients
- Federated Rights Framework Based on Network Identity
- Liberalized Content Licensing Policies
- Focus On Ease of Use For Consumer

Rights Management Domains



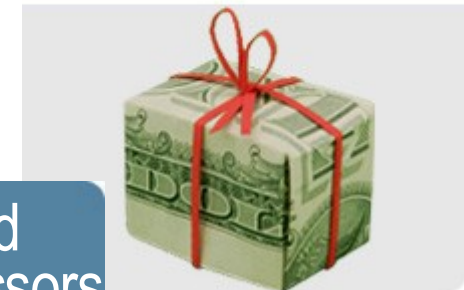
What about Security?

- Movement to open, royalty free DRM/CAS
 - > Based on modern network security tools like AES & PKI
- Visit OpenMediaCommons.org

Entitlement
Interfaces



Asset Package
Interfaces



AES Encryption

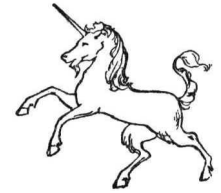


Public Keys



SOC-based
Secure Processors





DRM Myths

- ***DRM == REL (Rights Expression Language)***
 - > WRONG... An REL is needed to express rights in a DRM solution. But, other components are also needed:
 - > *Content Packager, License server and Key management system, Authentication system*
 - > *However, there's an understandable concern about IPR issues with REL's.*
- ***DRM & CAS are different and discrete solutions***
 - > WRONG... CAS (Conditional Access System) is a degenerate case of DRM. CAS supports a very limited use case, hence it's a sub-set of the use cases supported by DRM. The DReaM architecture supports both.
- ***DRM == Encryption***
 - > WRONG... Encryption must be applied for content protection. But there's more to DRM than encryption:
 - > *License generation and key management, device/user authentication system*
- ***DRM == Key Patents == High Patent Royalties & Fees == Proprietary Lock-Out***
 - > *WRONG... Project DReaM intends to show the industry how to achieve DRM (and CAS) by leveraging technologies already used in web commerce which are not encumbered*
 - > *We heard the same story of patent lock-out for "Single Sign-On" before Project Liberty vanquished Passport*



Why DRM?

- Sophisticated access control system for managing access and usage of digital objects
 - > ...protect digital objects from unlawful or unauthorized use
 - > ...technical measures that allow content owners to manage their content (including monetizing) - by determining how and by whom their content is used
 - > ...administrative tools to track and audit access for regulatory or compliance purposes

DRM Versus CAS

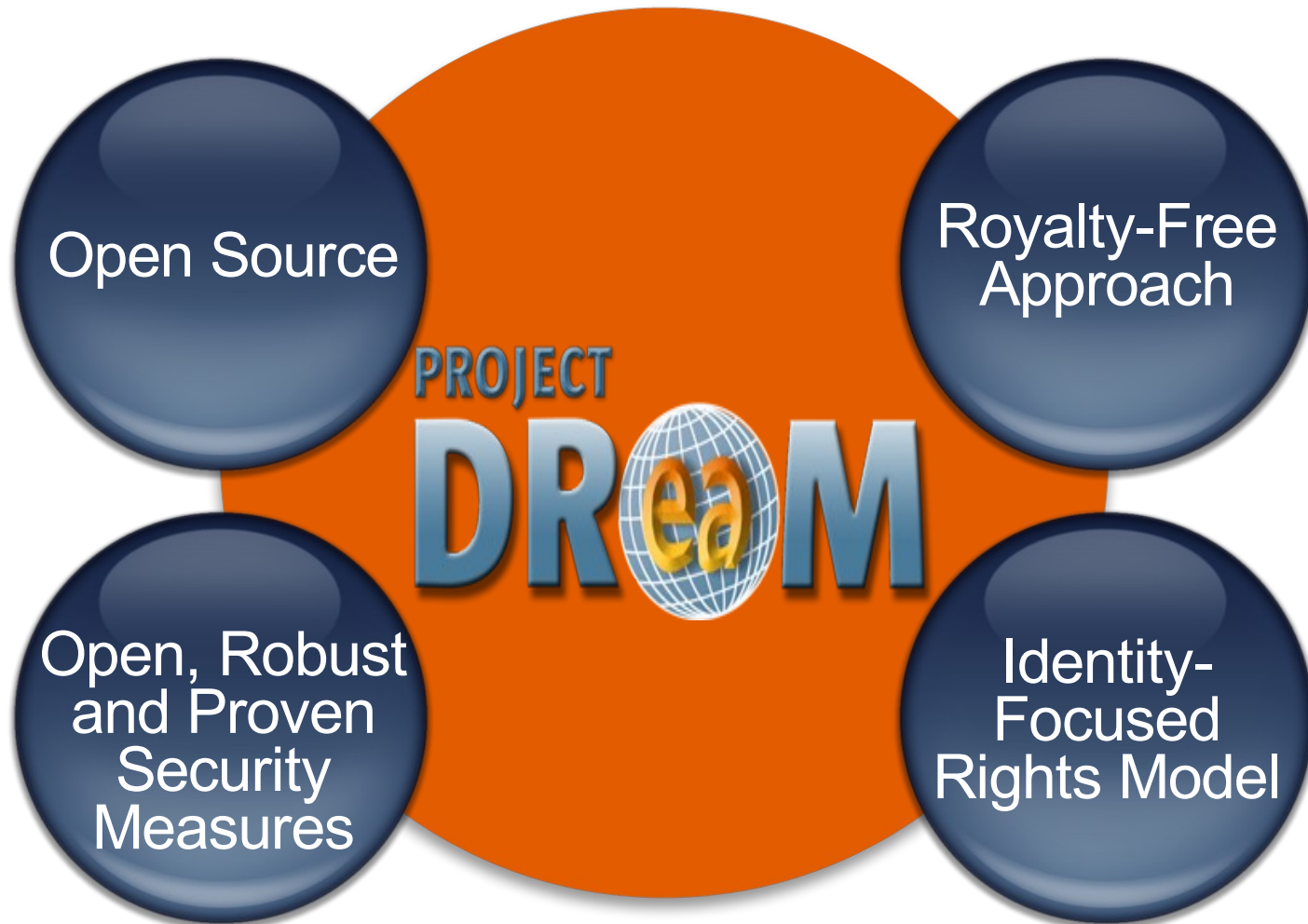
- DRM (Digital Rights Management)
 - > Complex rights models for stored content
 - > Examples: Enterprise Information Life-cycle Management (ILM), Health-care, Education, Government, Entertainment
- CAS (Conditional Access System)
 - > Simplest case of DRM - Immediate consumption upon receipt of content without storage
 - > Degenerate case of DRM
 - > Examples: Cable/Satellite, IPTV, VOD, PPV



With All of These... Why Project DReaM?



Why Open Media Commons & Project DReaM is Needed...



Communities Will Always Win



...Through Open Standards, Open Interfaces

Three Key Elements of DReaM

- Disintermediation (DReaM-D15N)
 - Separation of back-office services from players/consumption
 - Interoperability with existing content protection technologies
 - Emphasis on Identity based licensing over device licensing
- Digital Rights Management Service (DReaM-MMI)
 - Ability to manage rights for any type of content in various usage models
- Conditional Access (DReaM-CAS)
 - Ability to deliver timeline dependent content to multiple consumers (IPTV, telemetry, surveillance)



Project DReaM Status



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DReaM Open Source Project Status

- <https://dream.dev.java.net>
 - > Prototypes/Reference Implementation
 - > DReaM-D15N
 - DReaM-D15N specific components: Conductor, Client, D15N Agent
 - > DReaM-CAS
 - End-to-end prototype
 - DReaM-CAS specific components: Packager, Client
 - DReaM Back-end components: Licensing, Accounting, Right Management, Portal, D15N Conductor
 - > DReaM-MMI
 - DReaM-MMI specific components: Licensor, Client
 - Updated DReaM Back-end components: Licensing, Accounting, Right Management, Portal, D15N Conductor

DreaM Project status

Continued:

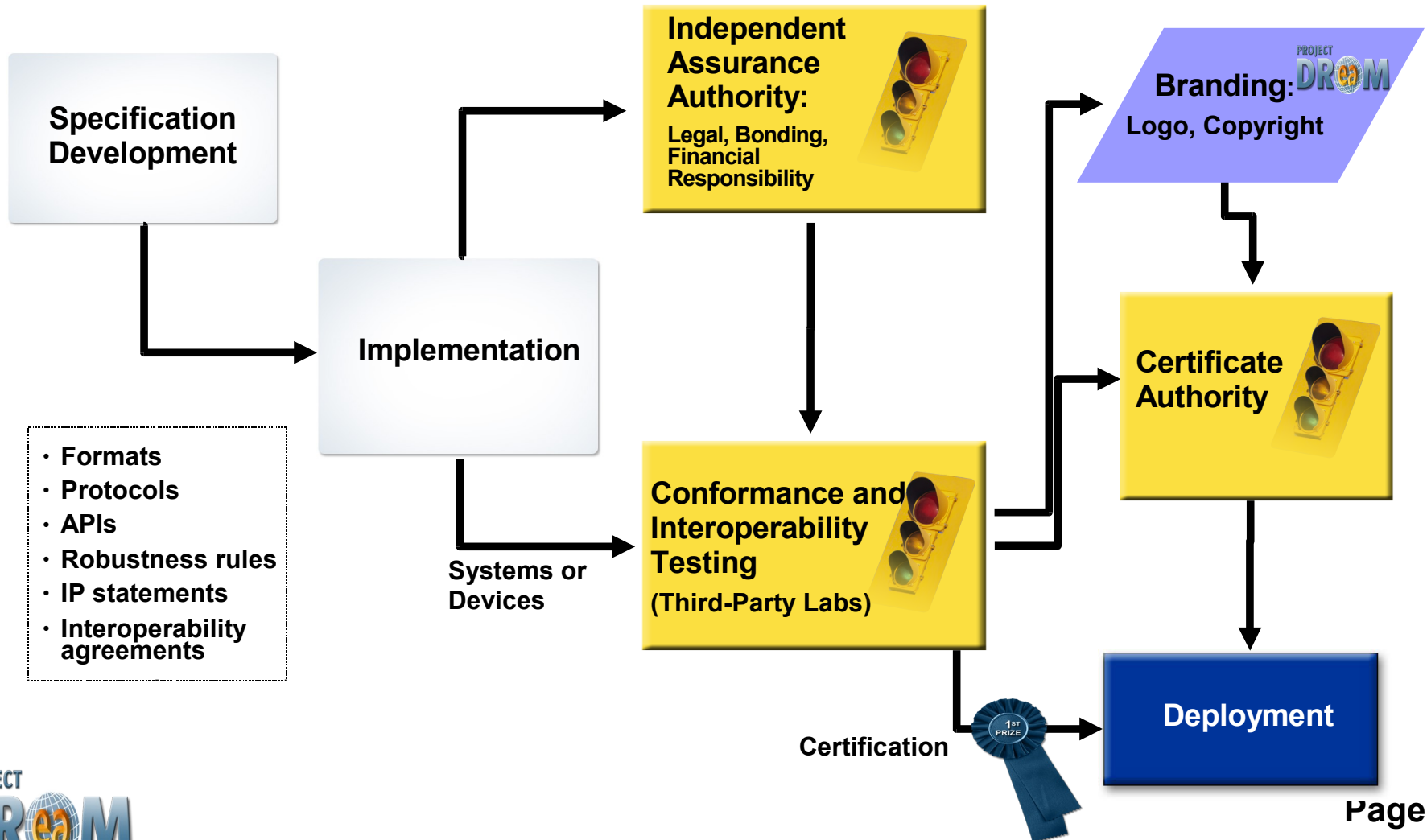
- Specifications Available
- Source Code on java.net
- Workshop Held in March 2006
- Patent Analysis
 - > Completed for DreaM-CAS
 - > DReaM-MMI – expected completion within next 2 months

DreaM Project status

Continued:

- Over 350 companies now have specs
- Java Standards Work – JSR 300
 - > Java API for DRM – can support OMA DRM, DVB-H, DReaM
 - > CDC/CLDC in Java ME
 - > Project completion – Q4, 2007
 - > Lead by LGE

The Process Ahead



Open Media Commons – What we have learned



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OMC – What we've learned

- A methodology for royalty-free innovation & IPR analysis
- Applicable to several technology domains
- Process
 - > Evaluate
 - > Deliberate
 - > Prototype
 - > Execute and Productize

For Open Media Commons Info:



Open Media Commons.org

For Open Source Project Info:

PROJECT

DREAM



<https://dream.dev.java.net>



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