

▶▶ 5th INDICARE Workshop

Need for a better understanding of consumer expectations

What could we learn today?

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▶▶ What I take home

- ▶ Interesting survey results
- ▶ Accessibility problems yet to solve
- ▶ View of content providers
- ▶ Legal and contractual terms
 - ▶▶ Consumer rights are far from fair use
- ▶ Consumer initiatives

▶▶ Bad reputation for DRM

▶ SONY BMG Saga

- ▶▶ Raised high media coverage
- ▶▶ Highlighted dangers of technical protections
- ▶▶ Strongly hit the whole DRM world

▶ VodafoneLive!

- ▶▶ Bad communication towards users
- ▶▶ Users are unaware
- ▶▶ Won't go to court for \$2

▶▶ What consumer surveys tell

▶ Interesting facts

- ▶▶ Physical media habits – expected allowed in the electronic world too
- ▶▶ Strong preference of ownership and long term usage
- ▶▶ Piracy habits – not only P2P is the evil
- ▶▶ 2/3 could not buy what they wanted
 - If yes, it was inconvenient
- ▶▶ Older users spend more money on downloading
- ▶▶ Video is different from music
- ▶ “Feeling of fair use” vs. law and contracts

▶▶ Is DRM needed at all?

- ▶ It is clear:
- ▶ Relying on people to respect copyright law is not going to work
- ▶ Consumers use blank media at large for copying copyrighted material
 - ▶▶ perhaps levy system is better?

▶▶ Accessibility is crucial

- ▶ Historic overview on accessibility devices
 - ▶▶ OS accessibility
 - ▶▶ Device accessibility
 - ▶▶ Web pages are very complex and use different techniques
- ▶ DRM can decrease the level of accessibility
 - ▶▶ It isn't solved yet
- ▶ Right to read
- ▶ Digital technology
 - ▶▶ can remove what were disabilities
 - ▶▶ can cause even more limitations
- ▶ It's up to us, which aspect wins

▶▶ Content providers' point of view

- ▶ Many applications
 - ▶▶ Newer and newer services every day
 - ▶▶ Different media, different usage, different consumers, different business models
- ▶ DRM problems:
 - ▶▶ too many technologies
 - ▶▶ equipments are not compatible
 - ▶▶ backup and reinstalling – contradicting requirements
- ▶ Mobile may become the enabler device
- ▶ Users don't want to understand technology, just use, anytime, anywhere...

▶▶ DRM and contract terms

- ▶ Different rules that consumers are used to
- ▶ Unfair terms
 - ▶▶ Seller can change any term unilaterally
 - ▶▶ Limitations on liability
 - Even security risks
 - ▶▶ Against interoperability
 - They cut the tree beneath them
- ▶ In principal law is against unfairness
 - ▶▶ Unfair Term Directive
 - ▶▶ Art 82 of EC
 - ▶▶ National consumer protection laws

NO ONE CARES

▶▶ Consumers should be more conscious about their rights

- ▶ Users are unaware of rights
 - ▶▶ They have only the feeling of fair use
- ▶ Contractual terms are upsetting
- ▶ Authors' exclusive rights vs. limitations
- ▶ Complex issues – even for lawyers
- ▶ No one goes to court for one Euro
- ▶ Informing users got an importance

- ▶ Downloading is NOT illegal, uploading is !

▶▶ Consumer initiatives – DMP

- ▶ Proprietary DRM systems
 - ▶▶ Without standards users have to pay for multiple different and incompatible network providers, devices and services for accessing the desired content
 - ▶▶ Simply crashes
- ▶ Towards standardized, interoperable DRM systems
 - ▶▶ Acceptable for consumers – a winning criterion
 - ▶▶ From needs to functions and requirements
 - ▶▶ Toolkit standard for DRM – DMP project
- ▶ Freedom to use (like right to read)
- ▶ Unfortunately there's no common interest from big players

▶▶ Consumer initiatives - SLP

- ▶ Demand based logic
- ▶ Scanning books
 - ▶▶ Need for older works
 - ▶▶ Unsupplied demand
 - ▶▶ Drives to download
 - ▶▶ Establishing digital libraries
- ▶ Original publisher could do more
 - ▶▶ Digitalize and protect content with DRM
- ▶ DRM vs. culture?

▶▶ Conclusions

- ▶ DRM is considered as evil in the eyes of many consumers
 - ▶▶ Experiences strengthened bad reputation
- ▶ Without DRM people won't keep law
- ▶ Hard question...
- ▶ Yet many problems to solve
 - ▶▶ Accessibility
 - ▶▶ DRM vs. contractual terms
 - ▶▶ Many different business cases should be supported
 - ▶▶ Raising consumer awareness
 - ▶▶ Interoperability is a key question

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Human Factors of DRM

www.indicare.org