INVITED TALK

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DIGITAL MEDIA PROJECT

1. Abstract

Learning from the past: formats and digital media. In the history of media "formats" have always been the factor determining the success of a new media distribution form. Standard formats have accompanied the evolution and transformation of media into a mass phenomenon that has benefitted all players in the value chains. 15 years into the digital media age standard formats like MPEG-2, MP3 and DivX have similarly been synonymous of success, while the absence of standard formats for governed content has impeded the transformation of digital media into a mass phenomenon that benefits all players in the value chains.

The Digital Media Project shows that a suitably designed DRM, a technology where M stands for management and only in isolated cases stands for protection, in the form of a toolkit standard can provide the desired solution.

Two examples are offered:
- *P2P iDRM* enables people to set up P2P networks where content can be shared with a licence and possibly protected.
- *WIM TV* enables creators to distribute their videos with a machine readable licence without enforcement.
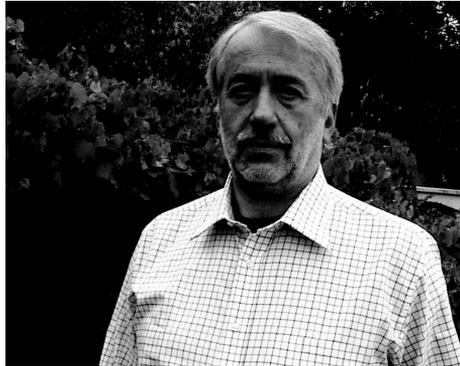
2. Biography

Leonardo Chiariglione was born in Almese (Italy). His education up to MS level was in Italy where he graduated in Electronic Engineering from the Polytechnic of Turin. He obtained his Ph. D. degree from the University of Tokyo in 1973. Since 1st of March 1971 until the 4th of July 2003 he was with CSELT, the corporate research centre of the Telecom Italia group where he was Vice President, Multimedia, at Telecom Italia Lab, the new name given to CSELT in 2001.

Important milestones in his professional career were
- a RAM-based video simulator (1975)
- a DCT-based still picture transmission system (1979)
- an CCITT H.120 videoconference codec (1982)
- an H.120 multipoint videoconference unit (1985)
- an implementation of the CCIR Recommendations 601 and 656 (1986)
- a basic-access ISDN video telephone (1988)
- a real-time implementation of the MPEG-1 standard (1991)
- a real-time implementation of the MPEG-2 standard (1994)
- ARMIDA - a DAVIC 1.0 system over ATM and IP (1996)
- ArmidaFour - a platform for MPEG-4 services (1998).

He has led several European collaborative projects:
- IVICO a RACE project investigating cost-effective integrated video codecs,

- COMIS an ESPRIT project supporting the development of the MPEG-1 standard and
- EU 625 - VADIS a EUREKA project aiming at developing a European hardware and software technology for the MPEG-2 standard.

… and participated in a number of other projects. […]

On the 4th of July 2003 Leonardo quit Telecom Italia, of which Telecom Italia Lab, the name CSELT had taken in April 2001, had become part. The following day he launched to the web the idea of the *Digital Media Project*, an initiative designed to break the Digital Media stalemate that is depriving industry of business opportunities while at the same time depriving users of the legitimate enjoyment opportunities offered by Digital Media. On 30th of September 2003 an international group of experts working by email and WWW has published the Digital Media Manifesto.

On the 1st of December Leonardo and 8 companies establish the Digital Media Project, a not-for profit organization with the mission to promote continuing successful development, deployment and use of Digital Media that respect the rights of creators and rights holders to exploit their works, the wish of end users to fully enjoy the benefits of Digital Media and the interests of various value-chain players to provide products and services according to the principles laid down in the Digital Media Manifesto.

In January 2004 Leonardo establishes CEDEO, a consulting organization advising major international companies and organizations on strategic issues related to and providing advanced developments for digital media. […]