

## INVITED TALK

### **Bill Rosenblatt**

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## **THE TRAJECTORY OF DRM TECHNOLOGIES: PAST, PRESENT, AND FUTURE**

### **1. Abstract**

Digital rights management (DRM) technologies developed when content owners were considering both how to preserve their business models in the Internet age and how to create new business models that leveraged the new possibilities of networked digital media. Just as with other Internet-related technologies, DRM technologies have gone through a tortuous evolutionary process. Some DRM schemes have failed, while others are finding homes in hitherto unexpected places. This presentation will cover the history of DRM technologies in the context of digital content business models as well as economic and legal considerations that have arisen over the last decade. It will discuss how and why several aspects of the original vision for DRM have not succeeded in the market. Finally, it will suggest which elements of DRM technology are likely to survive and flourish in the future by finding their way into adjacent content models.

### **7. Biography**

Bill Rosenblatt is president of GiantSteps Media Technology Strategies ([www.giantstepsmts.com](http://www.giantstepsmts.com)), a consulting firm whose clients include content providers and digital media technology companies. Bill brings content

providers expertise in areas such as digital rights management, content management and distribution, cross-media strategy, and digital product strategy, and he provides technology vendors with market strategy, business development, and product management services. He also works on public policy issues related to digital copyright in the US and Europe.



Bill Rosenblatt

Bill is the author of the book *Digital Rights Management: Business and Technology* (John Wiley & Sons, 2001), *Digital Rights and Digital Television* (in *Television Goes Digital*, Springer, 2009), and several articles and white papers on digital rights and content management technologies. He is also the editor of the blog *Copyright and Technology* ([copyrightandtechnology.com](http://copyrightandtechnology.com)), formerly the Jupitermedia e-newsletter *DRM Watch* ([www.drmwatch.com](http://www.drmwatch.com)).

Bill's background before founding GiantSteps in 2000 includes stints as chief technology officer of an e-learning startup backed by Columbia University and other scholarly institutions; technology and new media executive at two major publishing companies; strategic marketing manager at Sun Microsystems; and software engineer in the data communications field.

Bill has a B.S.E. degree in Electrical Engineering and Computer Science from Princeton, an M.S. in Computer Science from the University of Massachusetts, and executive education from Harvard and University of Southern California business schools.