

Producers Consumers Content

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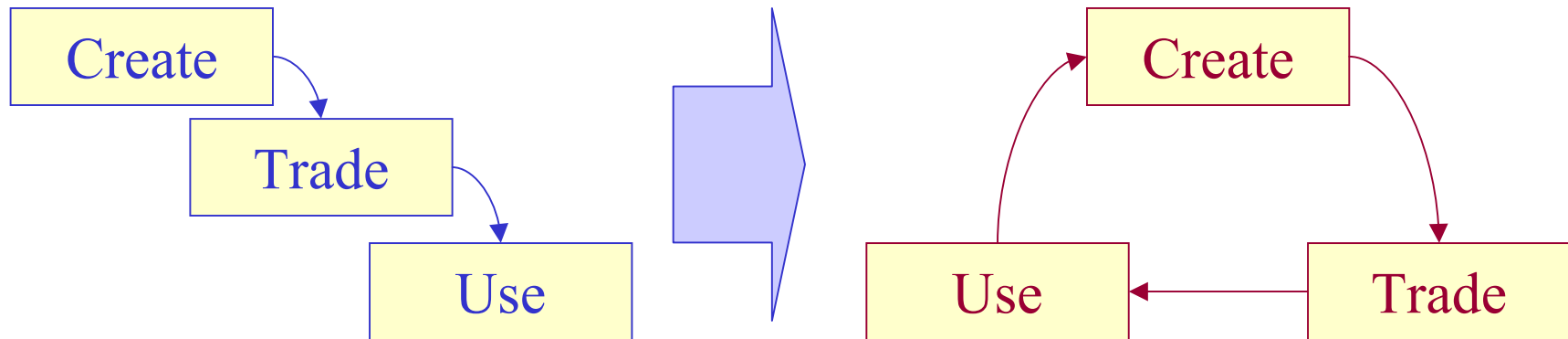
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- The Producer-Consumer Relationship.
- Content Management.
- Interoperability & Integration.
- Interactivity, Personalisation and Co-creation.

1. The Producer-Consumer Relationship (1/2)

- The Producer-Consumer relationship distinction has blurred
- Trading Intangible



- From Creation Waterfall to Creation Life-cycle (Ianella 2001)

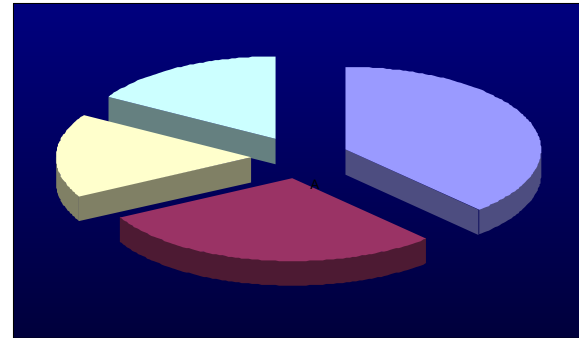
The Producer-Consumer Relationship (2/2)

- From Supply Chain to Market Mesh – a mesh of interdependent relationships and systems (Propagate 2001)
- “Vector” of Producers and “Vector” of consumers leads to a “matrix” of trading possibilities.
- This matrix gives rise to a fine-grained set of Business Models.
- Rights of content producers are no longer monolithic.
- Rights arise as layers, nested & slices...

Rights arise as Layered, Nested, Sliced, ...

Layered IPR

- A Piece of the pie...



Nested IPR

- "Russian Doll" model...



1.1. Rights and Digital Technology

- Rights traditionally accrue from three sources:
 - Legal: rights obtained by some legal procedure
 - Transactional: rights that change hands due to a transaction (buying/selling rights)
 - Implicit: rights defined by the medium that carries the content
- Of these, only implicit rights have been affected substantially with the advent of digital technologies (Rosenblatt et al 2002).

1.2. Trading Intangibles

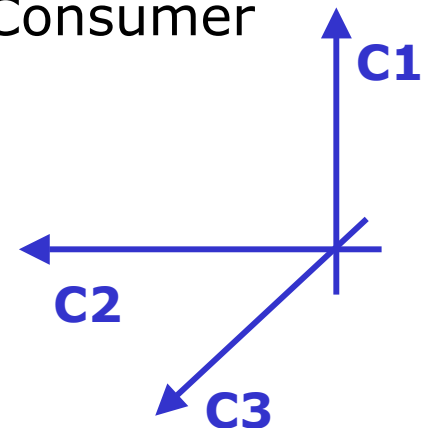
- If each tradable objects have associated a set of licenses and/or nano-contracts...
- Single-use trading contracts severely limit object re-use

- Are contracts and/or licences based solutions the way forward to include usage rules?

- If DRM systems should be able to manage the entire set of layers ...
- Is the current focus of DRM technology the best way to handle this?

1.3. DRM Analysis framework

- In order to identify the appropriate DRM model and hence enable evolution of appropriate BMs
- There exists a need to classify the Producer-Consumer relationship,
 - No single classification scheme is adequate
 - Look instead at multidimensional decomposition
 - Introduce a Creator Focused Index (Producer-Consumer roles are interchangeable)
 - C1: Original, artistic creations
 - C2: Scientific problem-solving creations
 - C3: Non-original, re-arrangement of content



2. Content Management

- **Content Management**
 - Integration (compose any type of data)
 - Acquisition automation (cataloguing)
 - Availability (to any customer device)
 - Accessibility (easy to find)
 - Process fit (client software integration with tools and processes)
 - Re-purposability (maintain high resolution/flexible data format, format portability, distribution formats)
 - Protection (accessible only to the right profiles)

3. Interoperability

- Successful BMs require interoperability & multi-platform delivery.
- Both of these become possible with the adoption of open standards.
- Business & Operations Support Systems (BSS/OSS).
- New distribution models.
- Quality of Context.

3.1. Integration

- Nichols (2000) identifies two types of Market Integration:
 - Vertical Integration: Operator-defined API/platform, excellent API/application compatibility,
 - Horizontal Integration: Industry-defined API, different platforms, but with hardware abstraction layer.
- If solution based on open standards & industry horizontal integration...
- What is the best way forward, what are the barriers, in which time frame, what is the critical size of the user base ?

4.1. Interactivity & Personalisation

- Personalisation/Interactivity features has not kept pace with its promises (... but some evidence that reduce churn).
 - customers are not always willing to share detailed information about themselves with online stores
 - not very user friendly GUI
- But, it is widely agreed that successful BM could permit specific modifications by End users:
 - Modification by users of various objects in IP-protected content (e.g. Remix of audio)
 - Modification of storylines in linear/non-linear formats (e.g. entire “alternative” beginnings or endings are formulated by users)
 - A community of freelance developers making independent and original contributions (the “Linux model”).

4.2. Interactivity & Co-creation

- A true interaction or *dialogue* (Yacci, 2000) involves all forms of communication (Receptive > Responsive > Productive)
- *Co-Creation* : End-users become Creators and are potential content Producers.
 - Enabling processes of co-operative of user aimed at co-value creation ?
 - Ad-hoc co-operative awareness and social navigation ?
- And then, evolve into full range of off-line exchange/ transactions.

5. Summary

- The Producer-Consumer Relationship
- Content Management
- Interoperability & Integration
- Interactivity, personalisation & co-creation

6. Thank You

- **ICE-CREAM (IST - 2000 - 28298)**
<http://www.extra.research.philips.com/euprojects/icecream/>
- **MUFFINS (IST - 2001 - 37248)**
<http://www.optibase.com/muffins/>