

Share it!

Rights managed home-to-home content distribution

Partners: BBC, Elisa, FhG, KPN, NDS, NOB, Philips,
University of Ljubljana, Linköping University

Colin Davies: cdavies@ndsuk.com +44 23 8030 4047



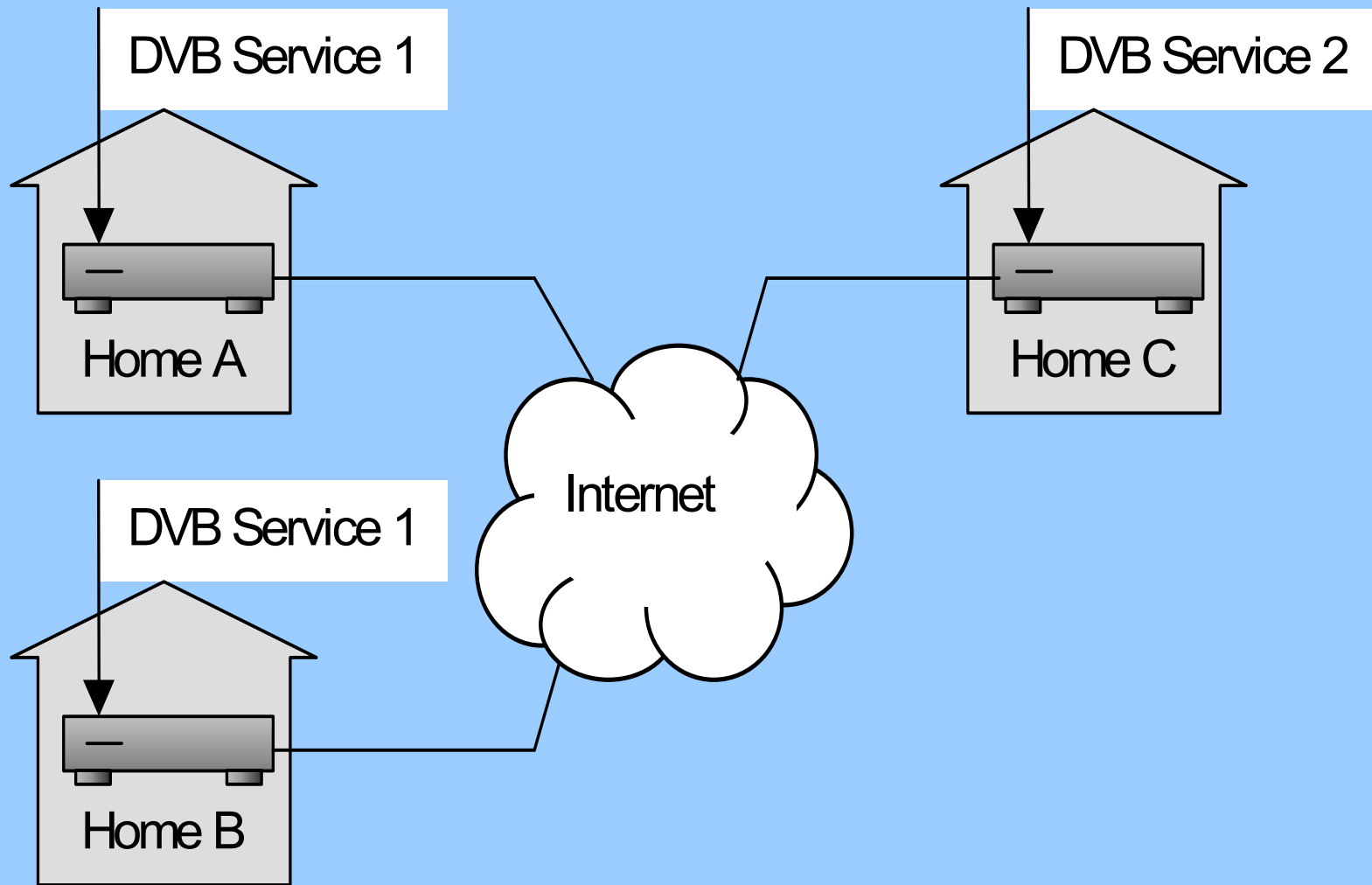
- Overview of the ***Share-it!*** project
- The user experience
- Technology choices
- Rights management
- Standards & demos

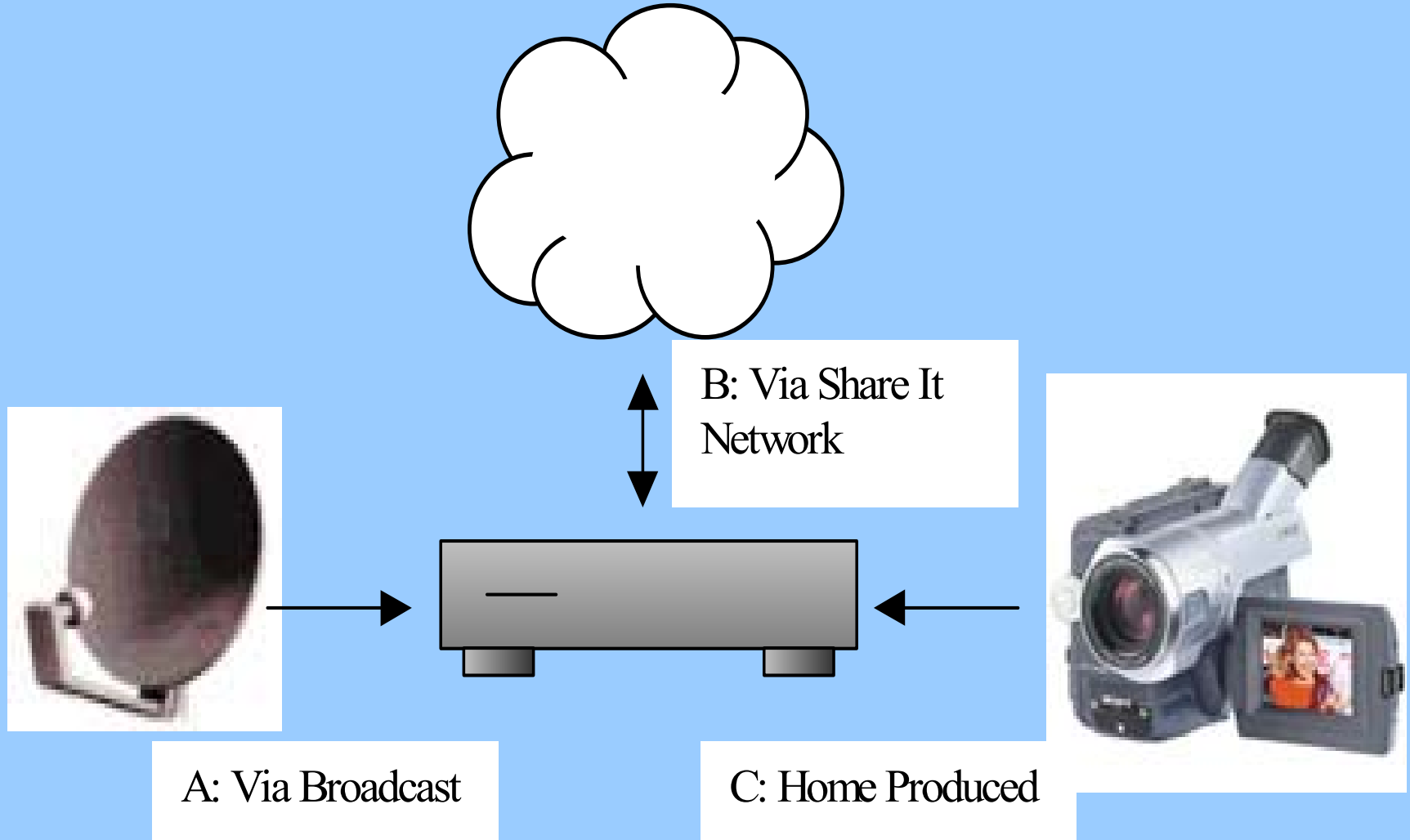


- “A rights managed peer to peer network of DVB storage enabled set top boxes.”
- Broadband connected PVR
- Supporting the sharing of content
- Supporting communities of users with common interests
- Rights managed



Share-it! overview



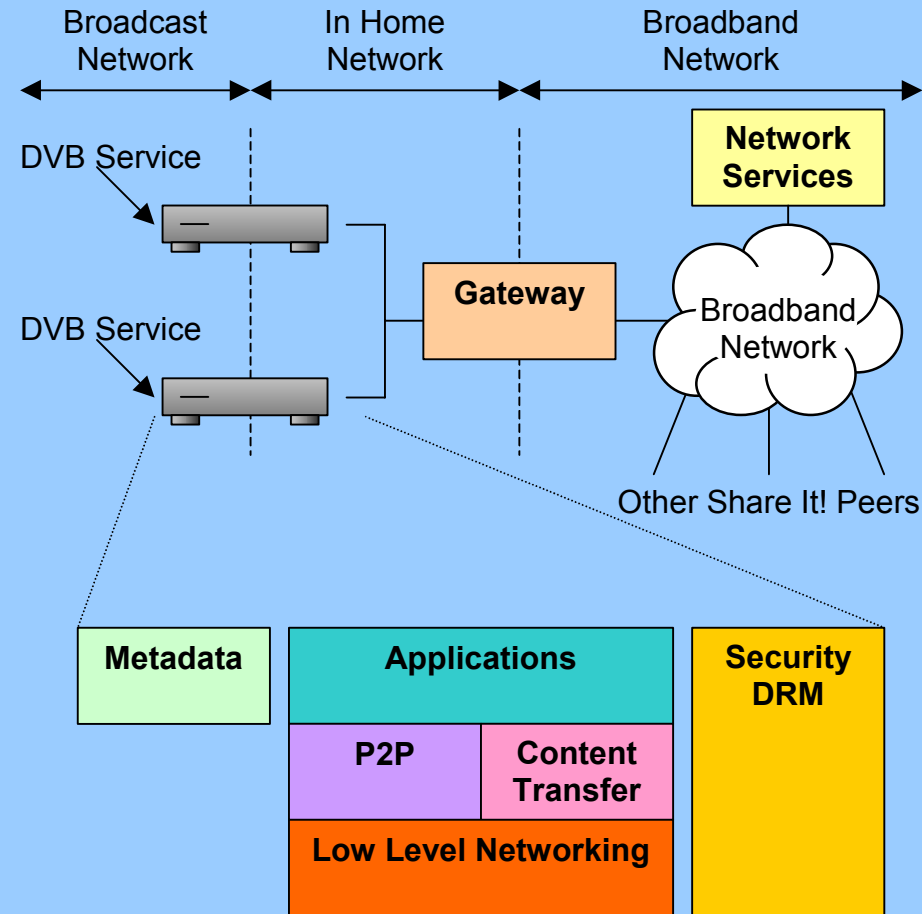


The user experience

- Communities of users with a common interest. A lean back way to access content.
- Different types of user groups:
 - Unrestricted membership with unmoderated publishing
e.g. Ferrari interest group
 - Unrestricted membership with moderated publishing
e.g. BBC Eastenders group
 - Restricted membership with unmoderated publishing
e.g. Tennis club
 - Restricted membership with moderated publishing
e.g. Corporate communications



User groups



- Key topic areas:
 - System entities and Identifiers
 - Gateways
 - Peer to Peer
 - Low Level Networking
 - Content Transfer
 - Metadata
 - Security / DRM
 - Applications
 - Networked Services



System Architecture

- IP networks (agnostic to physical layer)
- JXTA / HTTP (P2P technology)
- MPEG-2 TS over DVB or HTTP / RTSP (Content delivery)
- TV Anytime (metadata etc)
- MHP (applications)



Main technology choices

- Rights management rather than security
- Focus on appropriate models to enable home-to-home sharing, extending current broadcast rights models
- Trust hierarchy and the actors involved
- Rights primitives required



Rights management

- Light touch approach

Rights negotiation and secrets transfer directly between trusted peers

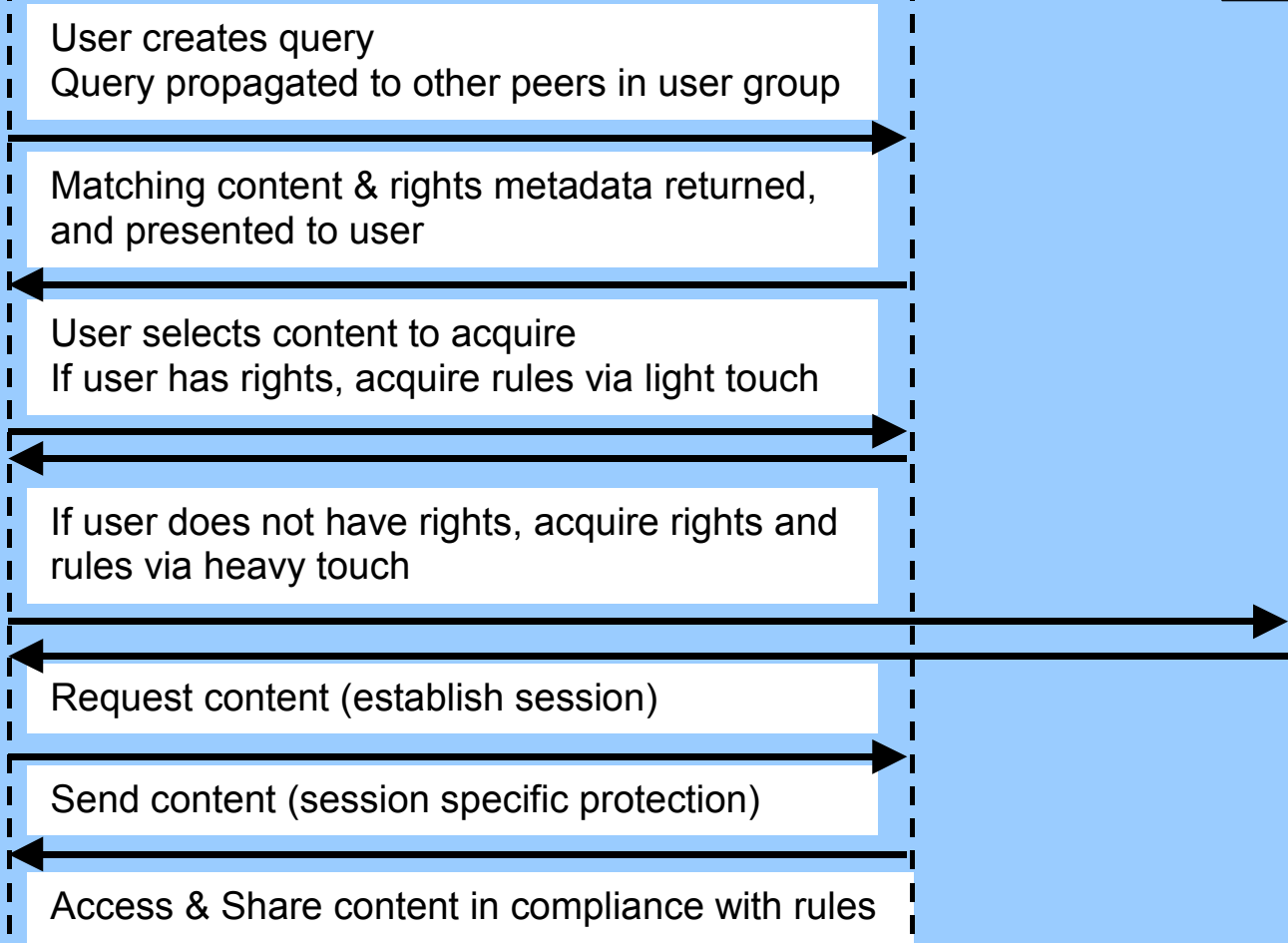
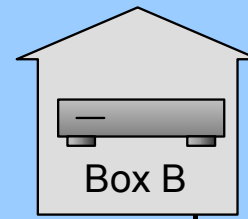
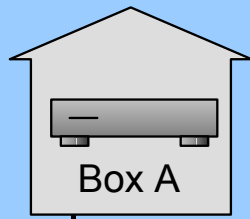
- Heavy touch approach

Rights negotiation involves a trusted third party who is able to perform the rights resolution process

Secrets transfer may also involve a trusted third party



Rights management



- Input to standards
 - TV Anytime phase 2
 - DVB - focus on transport of TV Anytime

- Development of a platform for verification, prototyping and demonstration
 - initial demonstration at IBC Q3 2003
 - demonstration at Milia Q1 2004



Standards and demos

- The rights managed peer to peer sharing of content is a new content distribution path
- Focus for Share-it! is on a CE device connected to the TV
- Enable the user acquire the content and rights they desire
- Content includes video, audio and applications
 - Premium content e.g. Movies
 - Broadcast content e.g. TV
 - Global distribution and payment e.g. Niche interest
 - Freely distributed content e.g. Adverts
 - Private content e.g. Home video



Conclusions

