

ISBN 978-81-931111-1-1

Development of Digital Libraries in IPR Regime

June 08-09, 2011

Compendium



Madhu Limaye Library
Dr. RML National Law University, Lucknow

Digital Libraries in IPR Regime: Digital Rights Management

Himanshu Chandra^{*}, Ananya Kumar^{**}, Sudhanshu Chandra^{***}

ABSTRACT

The term Digital Library has a variety of potential meanings, ranging from a digitized collection of materials that may range from a traditional library through to the collection of all digital information along with the software that make that information usable by all possible users. Digital Rights Management is a case and involving technology that restricts a person from using things over the internet. Digital Rights Management is like a software code used to manage the rights of copyright owners when any copyrighted material like books or songs are transmitted digitally. The purpose of such a method is to control the access of online content and limit its usage, for example, limiting the reading of an e-book in a library. Only a part of the digital article or e-book is available for reading purposes if such a technique is used. By incorporating controls into the product, providers can limit the amount of information that is to be made public and thus prevent the copyright infringing material to be available on the internet. Digital Rights Management in the present scenario has to be carefully balanced in order to provide for the information needs of students in libraries.

1. Introduction

The topic of digital rights management technologies becomes more and more important for the modern world. Since technology is constantly developing and the numbers of consumers are growing, it is not surprising that people want and should be more aware of what their rights and obligations in the high-tech world are.

Digital Rights Management is a new and evolving technology that restricts a person from doing things over the internet. It is a general term used to describe any type of technology that aims to stop the practice of piracy. Digital Rights Management is like a software code used to manage the rights of copyright owners when any copyrighted material like books or songs are transmitted digitally. The purpose of such a method is to control the access of online content and limit its usage, for example, limiting the reading of an e-book in a library. Only a part of the digital article or e-book is available for reading purposes if such a technique is used. By incorporating controls into the product, providers can limit the amount of information that is to be made public and thus prevent the copyright infringing material to be available on the internet. Digital Rights Management in the present scenario has to be carefully balanced in order to provide for the information needs of students in libraries.

Digital Rights Management poses one of the greatest challenges for content communities in the digital age. Traditional rights management of physical materials benefited from the materials' physicality as this provided some barrier to unauthorized exploitation of content. However, today we already see serious breaches of copyright because of the ease with which digital files can be copied and transmitted.

Previously, Digital Rights Management (DRM) focused on security and encryption as a means of solving the issue of unauthorized copying that is, lock the content and limit its distribution to only those who pay. This was the first-generation of DRM, and it represented a substantial narrowing of the real and/or browser capabilities of DRM. The second-generation of DRM covers the description, identification, tracing, protection, monitoring and tracking of all forms of rights images over both tangible and intangible assets including management of rights holder relationships. Additionally, it is important to note that DRM is the "digital management of rights" and not the "management of digital rights". That is, DRM manages all rights, not only the rights applicable to permissions over digital content.

2. Where DRM technologies are used

2.1 **Online Music/Videos:** One of the wide spread examples for data where DRM protection technologies are used are online audio and video files (or at least, legally available online music and video files). That's also logical, because the distributors need a way in which they can prove whether the user has bought the items for the product or not. We can find DRM systems in the Apple's iTunes store, Yahoo! Music, etc. Apple uses the Advanced Audio Coding format (AAC), which protects the audio data inside the file by encrypting.

^{*} Lecturer, IPR, National Law University, Email: himanshu_1000@gmail.com

^{**} Student, IPR, National Law University, E-mail: ananyakumar12@gmail.com

^{***} Student, IPR, National Law University, E-mail: sudhanshu.chandra@gmail.com

URL: <http://www.lawwiththeory.com/index.php>

Reproducing this article without the consent of the author.