

Digital Watermarking, Fingerprinting, Filtering and Other Technology Solutions to Identify, Protect and Monetize Content:

Understanding the Business, Operational and Legal Implications

Agenda

1) Keynote: Content Identification and Protection Technology, Procedures and Mechanisms – Legal, Technical Efficacy and Business Drivers during the Age of Digital Content Production and Distribution – 20 minutes

○ *Speaker:*

- *Stanley Pierre Louis – Vice President & Associate General Counsel, Intellectual Property and Content Protection, Viacom Inc.*

The purpose of this keynote is to “set the table” for the rest of the seminar. There is a delicate balance between the rightsholder’s desire to protect their Intellectual Property and the consumer’s desire to have a great entertainment experience in the digital age. Is content protection and DRM the answer? Or should the content industry also embrace alternative means based on Content Identification, to deter piracy, monitor and manage content flows and ultimately monetize content with new and unique business models. This period of transition requires creativity and cooperation among the various stakeholder constituencies. The keynote will frame the legal, operational, policy, business model and technology issues and questions to be addressed by the panels. .

2) Panel of Industry Experts: Digital Content Identification and Protection Applications for the Media and Entertainment Industry – 30 minutes

- a. Theatrical/Filmed Entertainment – Digital Cinema, Post Production, AACCS
- b. Television – Audience Measurement, Broadcast Monitoring, Post Production
- c. Music – Pre-Release Watermarking; Filtering during Distribution

○ *Panelists:*

- *Bruce Davis – CEO, Digimarc Corporation*
- *John Utley – VP, Civolution (formerly Philips) and Chairman of DWA*
- *Tom Miller – VP North America, Thomson STS*

In this panel, we will explore how Digital Watermarking applications are currently being used in different media types. We will explore pre-release/Post Production Anti-Piracy success using Watermarking at Studios and Music Labels, along with potential extension/compression to content release windows, such as early release VOD distribution. How are Studios and Labels thinking about new business models based on Content ID and Filtering? What are the deployment issues?

Coffee Break – 10 minutes

3) Moderated Panel of Industry Experts: Legal, Operational, Business Model and Policy Considerations with the use of Digital Watermarking, Fingerprinting, Filtering and Other Technology Solutions to Protect and Monetize Content – 1 hour

- a. What are the pervasive and emerging trends in content identification, protection and monetization practices, policies and technology?
 - b. Why do consumers shun DRM in some instances (lack of interoperability and portability of content) and not care in others (DVD, Conditional Access, etc.)?
 - c. Can watermarking (alone, or in conjunction with other digital content protection and identification technology) complement or replace DRM and enable higher consumer acceptance of digital content consumption?
 - d. Does it make sense to relinquish some control over how consumers use content if the benefits of digital distribution could be reaped in other ways (i.e., create an emphasis on monetizing content flows, rather than restrict unauthorized uses)?
 - e. When is it appropriate to enable content filtering for takedown vs. monetization? What are the potential uses of watermarking vs. fingerprinting?
 - f. How can we be reasonably assured that digital content protection and identification technology will deter piracy?
 - g. What's the best way for the content ecosystem to deploy digital content protection and identification solutions as alternate technical protection measures? How should industry mandates for using such technologies be implemented in the distribution chain?
 - h. Do your agreements with talent allow the forms of distribution that could be monetized through-digital content protection and identification solutions?
 - i. Are there policy issues that affect this debate in Washington DC? What about European jurisdictions?
 - j. How can potential privacy concerns be addressed?
- *Panelists:*
- *Bill Rosenblatt – President Giant Steps Media Technology Services,*
 - *Mathew Williams – Mitchell Silberberg and Knupp*
 - *Pauline Wen – Senior Vice President – Business and Legal Affairs, MTV Networks*
 - *Paul Jessop – Principal at County Analytics, Former CTO of RIAA*
 - *Jason Kramer – Chief Strategy Officer, Interpret LLC*

 - *Dan Schnapp – Partner, Hughes Hubbard & Reed LLP (MODERATOR)*

In this panel, we discuss some of the higher order issues at the intersection of copyright and technology. The notion is to explore the balance between content owner requirements and consumer choice; between strong protection and new monetization models that deter piracy by giving consumers legitimate options. If the goal is to protect, enforce and ultimately to make money from the distribution of content, then what's the best technology to use? And what are the issues to help foster these new business models so that the entire ecosystem can benefit?