Cloud based - Digital Rights Management (DRM)

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Main Points of Presentation

- **Role of private sector in privacy need of individual and corporates**

- **Need of Cloud DRM tools in today's market**

- **Service delivery model of Cloud based DRM solution**

- **legal and Governance challenges linked with DRM**

- **Popular DRM solutions today**

Privacy need of Individual and corporates

- **Threats to Data and Reputation**

- **Threats to Flexibility**

- **Threats to Innovation**

- **Threats to Data Movement and Competitiveness**

Need of DRM tools in today's market

- **A new level of security for document collaboration and sharing**

- **Industry standard cloud based solutions suffer from traditional security attacks**

- **E.g. Stolen password, wifi cracked, or broken devices**

- **So need dedicated mechanism to protect data itself, not just the cloud infrastructure**

- **PwC study show 37% Current and 27% previous employees account for data breach**
 - https://www.pwc.com/gx/en/services/people.../workforce-of-the-future.html

Distributed Control of Files

- **DRM software encrypts individual file and transform into proprietary format**

- **The access rights assigned to each files are also distributed and if files are leaked**

- **The intruder will not be able to decrypt it**

- **If user share file over email or copy it onto a thumb drive the digital rights travels with it an unauthorised person cannot open it**

Permission Associated with documents

	OWNER	MANAGER	EDITOR	READER
view	✓	✓	✓	✓
edit	✓	✓	✓	✗
share	✓	✓	✗	✗
delete a tresor	✓	✗	✗	✗
print	✓	✓	✗	✗
copy-paste	✓	✓	✗	✗
print-screen	✓	✓	✗	✗
forward	✗	✗	✗	✗

Generic Architecture of DRM
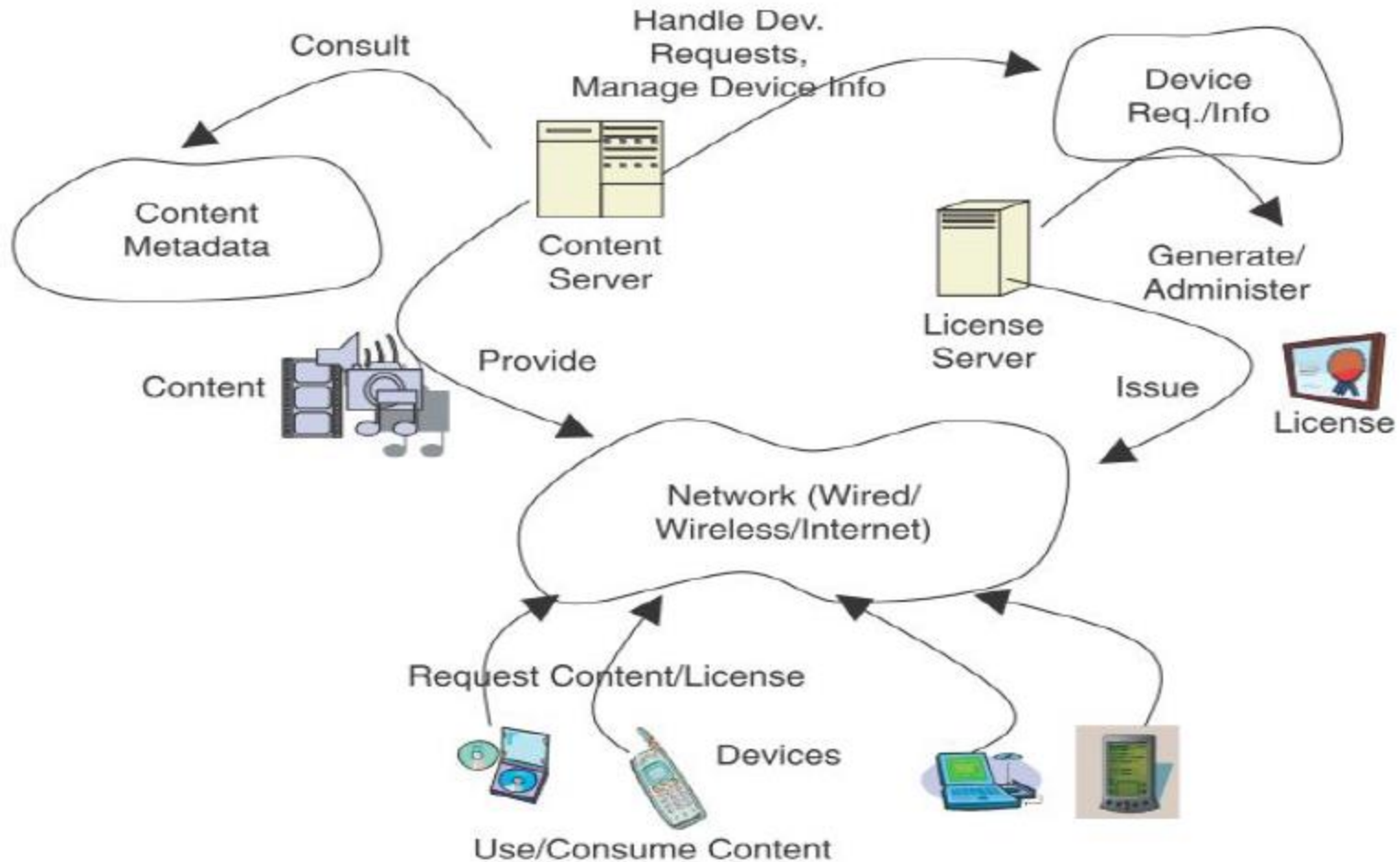
DRM Laws and Internet Governance

- **legal and regulatory environment surrounding copyright protection**

- **Importance of state backed proper legislations**

- **Challenges in the area of technology governance for law enforcements**

- **Multiple cloud DRM services birth to many Internet Governance issue**

Popular DRM Solution providers

- **Microsoft PlayReady is Microsoft Cloud based DRM service for content protection, Intellectual Property, premium content and assets**

- **Google Widevine is Google's multiplatform DRM and video optimization solution**

- **Apple FairPlay Streaming is Apple DRM service but only supported on apple products**

- **SkyDRM from NextLabs**

DRM Economy Statistics

- **Global Forecast to 2020, The DRM market is estimated to grow from USD 1,066.3 Million in 2015 to USD 2,898.9 Million by 2020, at a CAGR of 22.1% from 2015 to 2020.**

Summary

- Company needs to keep data safe while stored on the cloud and in transit to users

- Companies do not need to have expensive infrastructure and large IT team to have complete digital security

- More control to business by extending security to documents once they have been shared

- The Need for International Consensus on role of private sector and governments in data protection and privacy

- Security and privacy are major concerns impact global cloud adoption

Thanks

Thank You!

Question's?

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