

# VIRTUAL GOODS + ODRL 2013

11th International Workshop for Technical, Economic and Legal Aspects of Business Models  
for Virtual Goods incorporating the 9th W3C ODRL Community Group Meeting

19 - 20 September 2013 + Koblenz + Germany

INFORMATIK 2013 - Informatik angepasst an Mensch, Organisation und Umwelt  
43. Jahrestagung der Gesellschaft für Informatik | 16. bis 20. September 2013 | Koblenz

## Rights to Policies Opening the Adaptive Web

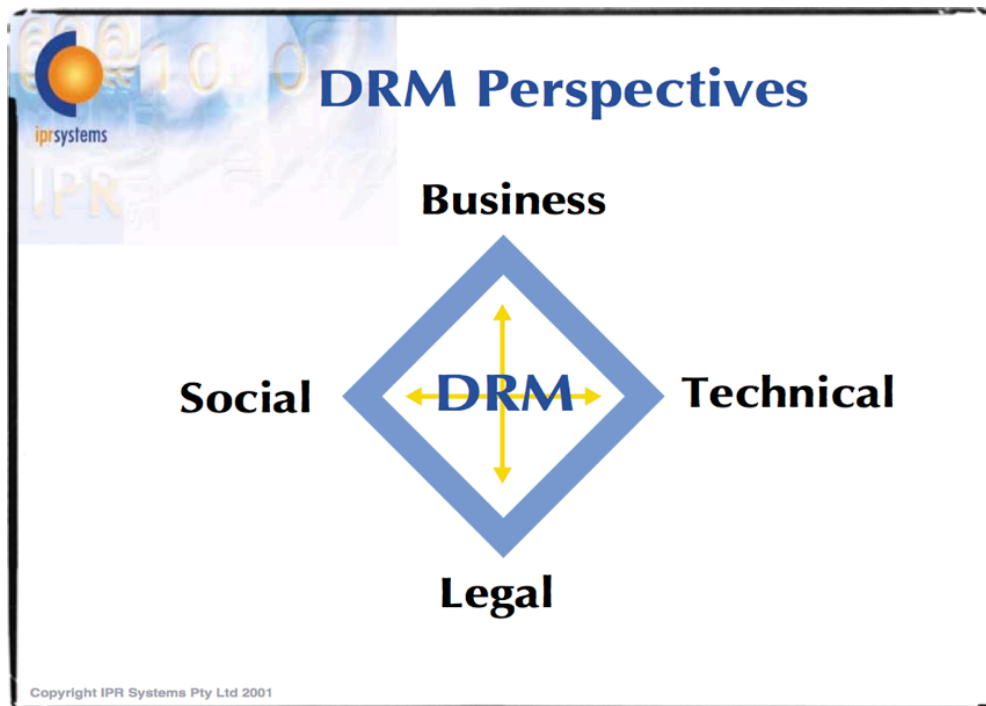


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## History - Early Ages

- TimeLine: early 2000s
  - DRM RELs
  - “The DRM Wars” with technical players
  - XrML v ODRL v MPEG v OMA
  - Huge Business Market Projections
- W3C DRM Workshop
  - Opportunity to bring all the stakeholders together...

# Compromise



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# Wrong!

Permissions on : Through the Looking-Glass

**Copy**  
You are permitted to copy 10 text selections every 5 days.  
You have copied 0 text selections over the last 5 days.

**Print**  
You are permitted to print 10 pages every 5 days.  
You have printed 0 pages over the last 5 days.

**Lend**  
This book can be lent.

**Give**  
This book can be given.

**Read Aloud**  
Book cannot be read aloud

Info Bookmarks Find Preferences Support

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# Middle Ages

- TimeLine: late 2000s
  - Apple “i” world
  - Did the business and legal deals
  - Slick technical solution
  - Understood the social requirements
- But proprietary!

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# Modern Age

- Timeline: 2012+
- New “cold war” with big business players

**STOP DRM**  
IN HTML5  
**HOLLYWEB**

**PROTECT  
INTERNET FREEDOM**  
Tell Google, Apple, Microsoft, & Netflix  
**NO DIGITAL RESTRICTIONS**

## EFF's Formal objection to the HTML WG Draft Charter

The Electronic Frontier Foundation objects to the currently **drafted HTML WG charter** because the charter's current "support of playback of protected content" represents a significant broadening of scope for the HTML WG (and the W3C as a whole) to include the remote

**Digital Advertising Alliance Exits Do Not Track Group**  
Development could renew calls for privacy laws  
By Katy Bachman

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# W3C Home

- Our new Community Group hosts
- Infrastructure for long term development
- Closer to the Semantic Web
- Greater opportunity towards Working Group status
- Attracted new members and exposure
- How can we add value to W3C
  - Influence WG Specs for the “adaptive web” ?

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## W3C - DNT

- Expressing a Tracking Preference

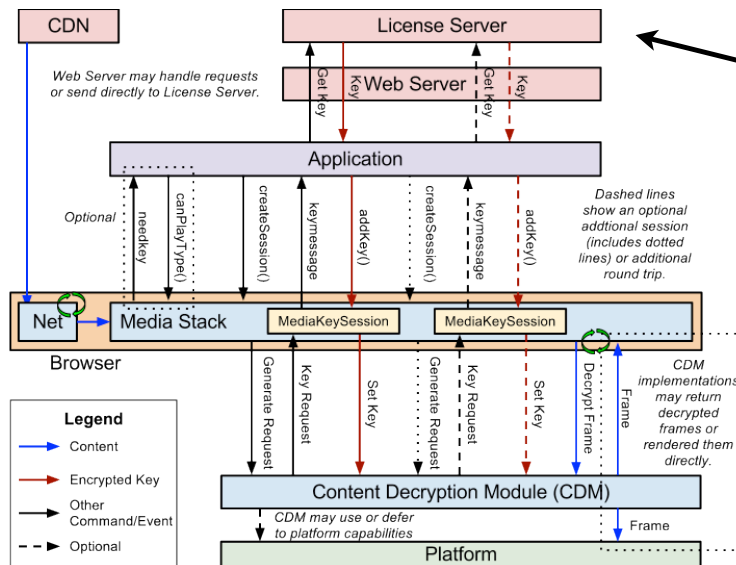
The tracking status value is case sensitive, as defined formally by the fo

DNT	meaning	TSV	
1	This user prefers not to be tracked on the target site.	= "1"	; "1" - first-party
0	This user prefers to allow tracking on the target site.	/ "3"	; "3" - third-party
		/ %x43	; "C" - consent
		/ %x44	; "D" - disregarding
		/ %x4E	; "N" - none
		/ %x50	; "P" - potential consent
		/ %x55	; "U" - updated
		/ %x58	; "X" - dynamic
		/ ( "!" [testv] )	; "!" - non-compliant

- DNT: Single Solution - will not “scale”
  - No “policy model”
  - Tied to HTTP
- ODRL: acceptTracking, trackingParty
- Next Steps?

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# W3C - EME in HTML5



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# W3C - EME

- Lots of controversy!
- CEO Blog:
  - [http://www.w3.org/QA/2013/05/perspectives\\_on\\_encrypted\\_medi.html](http://www.w3.org/QA/2013/05/perspectives_on_encrypted_medi.html)
- Our perspective...?

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# W3C Workshops

## eBooks: Great Expectations for Web Standards

A W3C Workshop on Electronic Books and the Open Web Platform

11-12 February 2013, New York, USA

## Publishing and the Open Web Platform

A W3C Workshop on Publishing using the Open Web Platform

September 16th and 17th, Centre Pompidou, Paris



## Support Diverse Business and Distribution Models

- Revenue generation
  - Subscription
  - Ad insertion in eBook apps
  - Social sharing
  - Product placement
- Web Payments
- Content protection
  - One device
  - One user
  - None (e.g., "[Tor Books UK Says Ditching DRM Showed No Increase In Piracy](#)")



# Towards Post Modern

- Support DEPLOYMENT
  - Software tools
- IPTC RightsML
- Linkages
  - Creative Commons REL?
  - OMA DRM?
- Attract new communities
  - Open Data Licenses

# Towards Post Modern

- Semantic Web
- ODRL Ontology
  - <http://www.w3.org/ns/odrl/2/>
- Normative canonical spec?
- Ontology Governance
  - Maintenance and evolution over time
  - Transparent and Open process
  - See the Provenance!

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## Summary

- ODRL is in a good position for the Post Modern Age
- But need to capitalise on the new opportunities
  - Promote the Ontology
  - Support Tool Development
  - New Communities
  - Governance
- Workshop - identify collaborative group(s)

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