



**DIGITAL REVOLUTION
&
COPYRIGHT MANAGEMENT**

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www.ipseite.com

ipseite

Asia Pacific Broadcasting Union
53rd General Assembly & Associated Meetings
Bali, Indonesia





BOOK READING



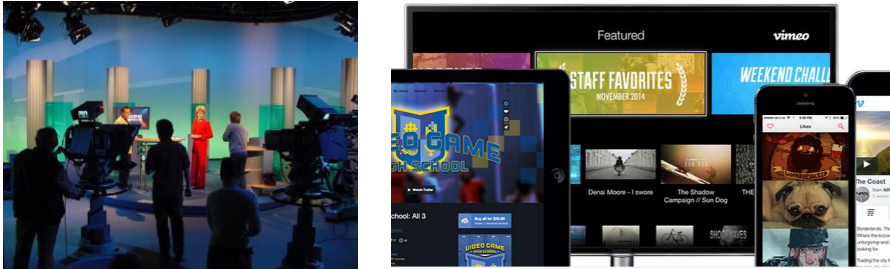
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MUSIC LISTENING



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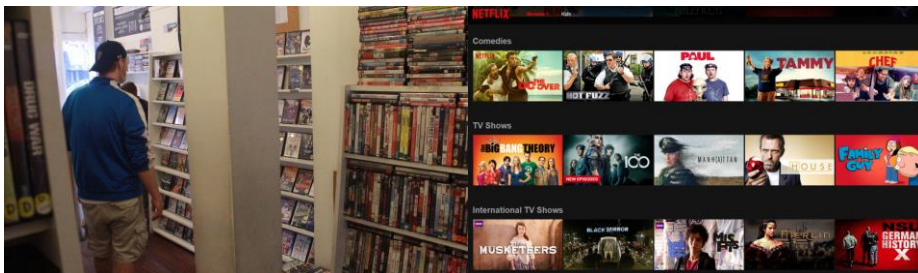
VIDEO PRODUCTION



MASS ADOPTION OF SMARTPHONES INCLUDING BUILD-IN CAMERAS, DIGITAL CAMERAS AND VIDEO CAPTURING DEVICES HAS SIGNIFICANTLY REDUCED THE COST OF VIDEO PRODUCTION.

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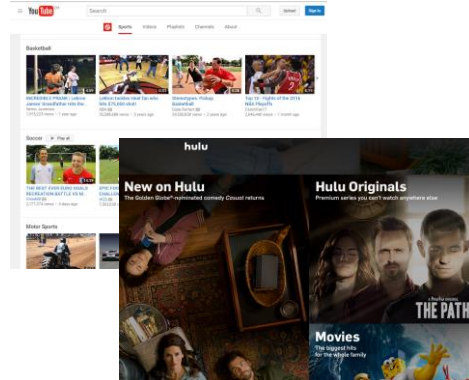
MOVIES DISTRIBUTION



EXTREMELY RAPID GROWTH OF ON-DEMAND VIDEO VIA DIGITAL NETWORKS TO MULTIPLE DEVICES IMPACT A DEEP CHANGE IN LINEAR PROGRAMMED TV.

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TV CONSUMPTION



AMAZING GROWTH OF VIDEO CONSUMPTION, PROLIFERATION OF SMARTPHONES, TABLETS, DESKTOP COMPUTERS.

VIDEO IS CONSUMED EVERYWHERE AT ANYTIME ON MULTIPLE DEVICES.

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CAR DRIVING



FOR THE AUTOMOBILE INDUSTRY, DIGITAL TRANSFORMATION MEANS USING THE VEHICLE AS A PLATFORM TO DELIVER SOFTWARE-BASED SERVICES BASED ON DATA, SENSORS, AND ANALYTICS.

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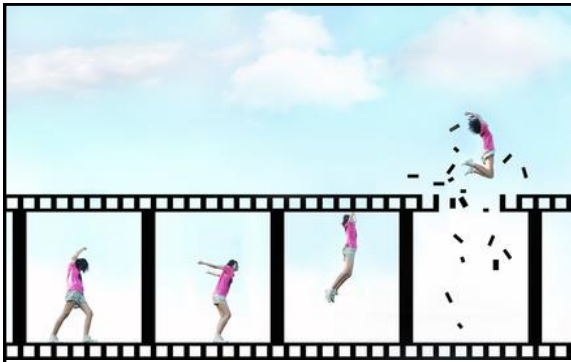
What are we speaking about ?

Digital transformation is the changes associated with the application of digital technology in all aspects of human society.



UPCOMING CHANGES

- ✓ **Cost**
Inexpensive devices / Access / Services
- ✓ **Scalability**
Ability to reach millions of new users immediately
- ✓ **Novelty**
Convergence of technologies (IT, electronics, networks, materials) offers new devices
- ✓ **Usability**
Efficient and aesthetic User Interfaces
- ✓ **Content fragmentation**
Granularity of content quickly decreases



For consumers, digital means
freedom and **abundance**

They do not understand or accept
restrictions caused by law,
regulations and issues on rights.





SHARE

BitTorrent is a peer-to-peer protocol, which means that the computers in a BitTorrent “swarm” transfer data between each other without the need for a central server.

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BYPASS

VPNs allow individuals to spoof their physical location—the user's actual IP address is replaced by VPN provider—allowing them to bypass content filters.

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What is the reality ?

SHARE

150 millions

BitTorrent users

share copyrighted
contents all over the
world

23.8%

Internet bandwidth

taken up by copyright
infringement (2011)

BYPASS

410 millions

Use VPN browser

to browse the web
anonymously

Widespread copyright infringement and VPN create challenges for the media industry

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CHALLENGES

Value

Selling and managing rights to contents across
time and media. Change ?

Analytics

VPN accesses distort analysis thus making
advertising audience less credible.

Statistics

Statistics based services are also distorted by
VPN accesses

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■ The reality dilemma

DEFENSIVE

Reinforce IP framework.

Increase encryption, traceability of contents, prosecution.



INNOVATIVE

Evolve the business model : increase quality

Evolve the legal and commercial framework to better meet the customer's need.

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■ Where to invest ?



■ Compliance

Quality of contents, ability to broadcast the contents everywhere over all channels, traceability.

■ Legal

Ensure ability to prosecute illegal contents and create innovative business models.

■ Security

Makes accesses to contents harder for illegal users.

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USE CASE : quality management



The growth in digital content in recent years, has placed increasing pressure on the Media Industry to transform their businesses.

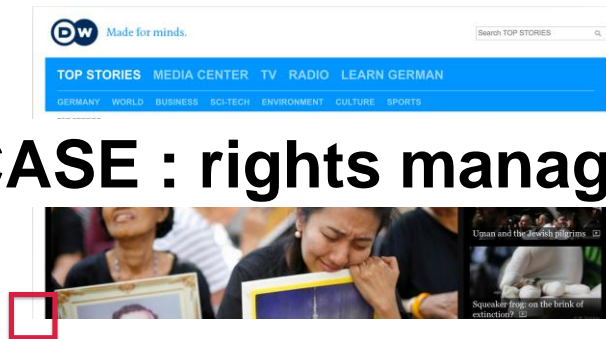
In response to this challenge, the **UK's music licensing company**, embarked upon a digital transformation to streamline the licensing of music and the distribution of licensing revenue to performers and recording companies.

The 3 year programme involved the roll-out of ERP and cloud-based systems including Oracle, Salesforce.com and SAS **data quality management as well as the transformation of business processes and ways of working.**

Source : <http://changelab.co.za/project/music-industry/>

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USE CASE : rights management



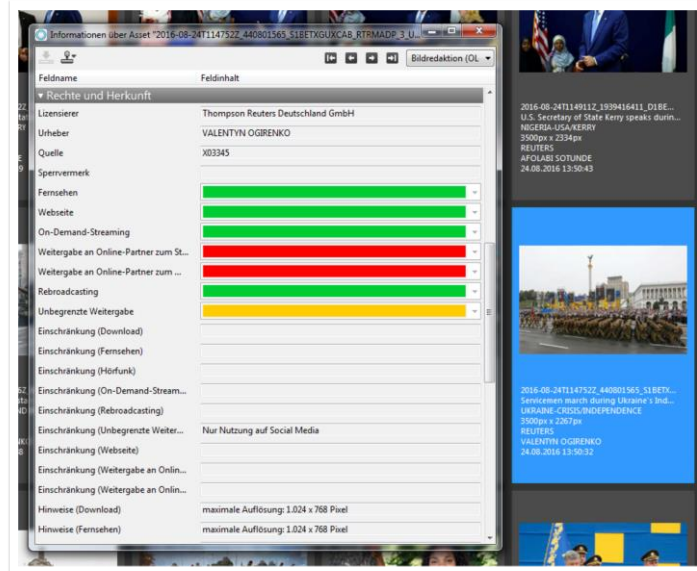
Deutsche Welle has completed an integration project between the images database and the DW Rights Managements System.

For each image a visual representation with Traffic Lights indicates all the required information about associated rights.

Source : Canto Summit Berlin 09.2016

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 Deutsche
 Welle rights
 management
 system into a
 Digital Asset
 Management
 application



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■ Add value to your content

✓ **IT CAN BE EASILY FOUND**

You and your partners don't have to spend hours to find a file

✓ **IT CAN BE BROADCASTED OVER DIFFERENT CHANNELS**

Conversion of formats, dimensions, codecs, etc. must be possible from one unique source

✓ **IT CAN BE USED WITHOUT LEGAL RISKS**

You must exactly know the owner, the allowed uses and in general the terms of contract defining the possible uses.

✓ **IT'S TECHNICAL QUALITY IS THE BEST ONE**

You own the master file and its quality allows any re-use

✓ **IT TRACEABILITY IS GUARANTEED**

You can clearly identify your file.

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■ ISAS MEDIA 9001:2016 : Control of externally provided processes, content

For sub-contracting to and/or working with external entities involved in the design of new programs / publications / web sites and other content, the media organization shall establish clear rules including :

- Quality requirements...
- Technical requirements
- Management of copyrights by both the media organization and the external content producers
- Deadlines

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■ Centralize and manage your digital assets



■ Centralize digital assets

Identify and store all your relevant assets into a unique central location.

■ Tag your assets

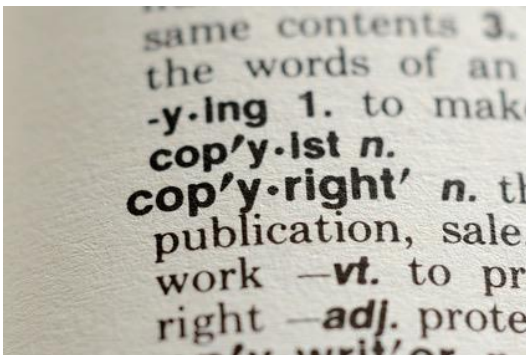
Make your assets searchable with adequate tagging.

■ Share your assets

Open your DAM to internal and external users but also to various channels like CMS, WebSites, Blogs, etc.

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■ Identify Intellectual property



■ The owner

The owner of the rights. It can be a physical person, an agency, and in general any kind of owner.

■ The contract

It defines at least the allowed usages (printing, Internet, POS, etc.), the geographic region allowed (Asia, Europe, only UK, etc.), the starting date of the rights, the expiring date.

These values must be known and recorded into the DAM.

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Define the technical requirements of the assets

| | |
|--|---|
| Title Video MOV H264 AAC 25FPS 50S | Frame rate (fps) 30 Mandatory <input type="checkbox"/> |
| Media Type × Video | Bitrate (kbps) 8000 Mandatory <input type="checkbox"/> |
| Extensions × mov Mandatory <input type="checkbox"/> | Duration (s) 50 Mandatory <input type="checkbox"/> |
| Dimensions (px) [ex. 600x400] 800 x 600 Mandatory <input type="checkbox"/> | |
| Minimum single dimension (px) <input type="text"/> Mandatory <input type="checkbox"/> | |
| Color space <input type="text"/> Mandatory <input type="checkbox"/> | |
| Media formats × mp4 Mandatory <input type="checkbox"/> | |
| Video codecs × h264 Mandatory <input type="checkbox"/> | |
| Audio codecs × aac Mandatory <input type="checkbox"/> | |

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Define the tagging of the assets

MEDIA

French connection


Video

BRAND

MyBrand

LOCATION

Video ✕

 Browse

CHANNELS

TV5

TV PROGRAM CATEGORY

Reporting

The media name

The type of media

The catalog into the DAM

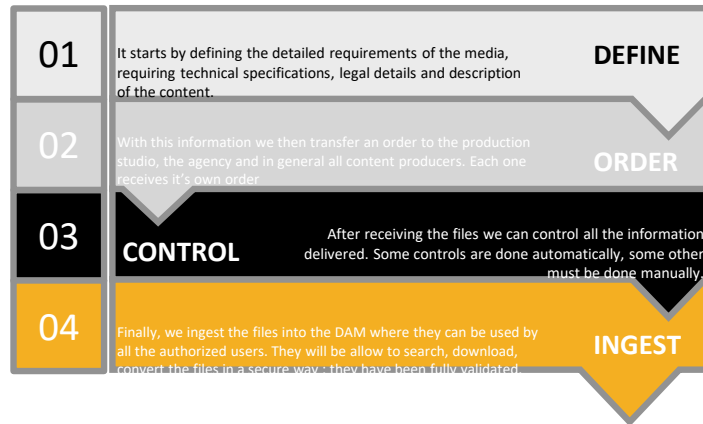
The location into the DAM

The channel

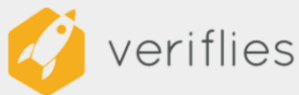
The program category

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■ Define a process to collect all your digital assets



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The simplest way to collect, validate and ingest assets into your DAM.

[Forgot your password?](#)

[Log In](#)

[Request new account](#)

A SaaS platform for Digital Asset Compliance



Control of production and service provision

« The media organization shall establish and maintain quality dashboards... including technical quality »

MEDIA
Video_1

Media requirements

LANGUAGES
ENGLISH

TECHNICAL CONTROLS: VIDEO MEDIUM

File No. 1 slow_motion_wave.mp4

| Required | Uploaded | |
|-------------------|-------------------------|-----------|
| 720x1280 | 1280x720 | ✓ |
| mp4 | mov,mp4,m4a,3gp,3g2,mj2 | ⚠ |
| 30 s | 31 s | ✓ |
| Rejected by QC | | ⚠ |
| Compliance 67% | | |
| Rejected | | Validated |
| Publishing failed | | ⚠ |

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Preservation : quality of master files

« The media organization shall exercise particular care over the storage of it's content, making sure that appropriate technical supports ensure their long-term conservation. »

Back Technical controls

Title
Video MOV H264 AAC 25FPS 505

Media Type
Video

Extensions
mov Mandatory

File size limit
10 GB Mandatory

Dimensions (px) [ex. 600x400]
2560x1440 Mandatory

Minimum single dimension (px)
Mandatory

Color space
YUV Mandatory

Media formats
mov Mandatory

Video codecs
h264 Mandatory

Audio codecs
aac Mandatory

Frame rate (fps)
20 Mandatory

Bitrate (kbp)
Mandatory

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■ Copyright's rules

« The media organization shall ensure that its external providers strictly apply copyrights' rules. »

| # | Name ^ | Position in delivery form ☺ |
|---|----------------|-----------------------------|
| 1 | Allowed uses | Media Rights (44) |
| 2 | Expiring date | Media Rights (11) |
| 3 | Owner | Media Rights (0) |
| 4 | Starting Date | Media Rights (22) |
| 5 | Type of rights | Media Rights (55) |
| 6 | Zone | Media Rights (33) |

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■ Control of associated rights

« For any content both acquired from and commissioned to external producers, the media organization shall control the associated rights »

MEDIA
Video_1

▼ Media rights

TYPE OF RIGHTS
ALL RIGHTS GIVEN

ALLOWED USES
ALL USES

ZONE
WORLDWIDE

STARTING DATE
2016-08-11

EXPIRING DATE
2016-08-31


OWNER
Me

▼ Media requirements

LANGUAGES
ENGLISH

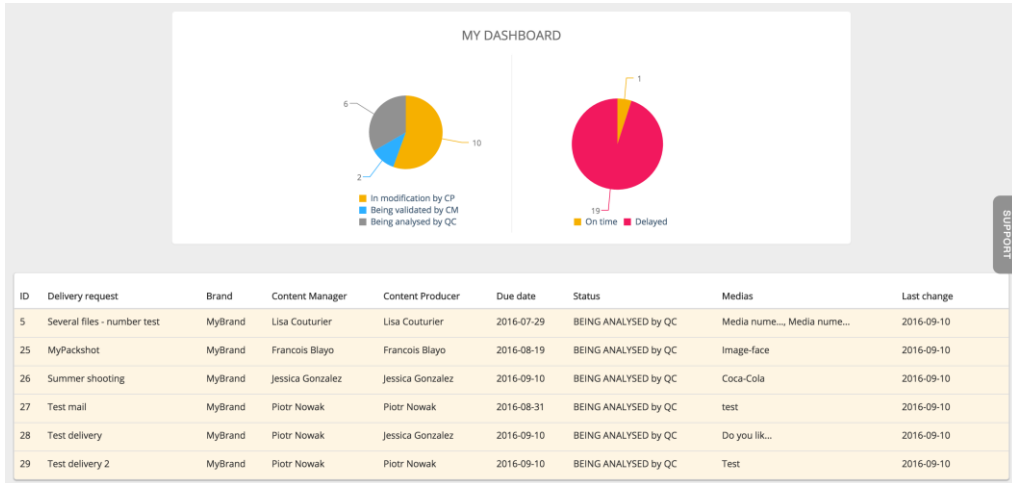
TECHNICAL CONTROLS: VIDEO MEDIUM

▼ File No. 1 slow_motion_wave.mp4

| | | |
|---|----------|------------------------|
| | Required | Uploaded |
|  | 720x1280 | 1280x720 |
| | mp4 | mov,mp4,m4a,3gp,3g2,m2 |

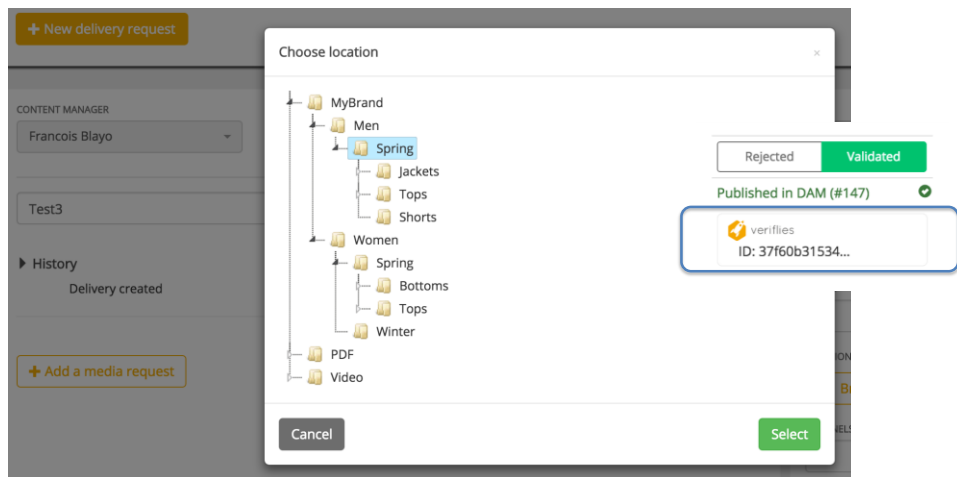
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Automatic « TO DO » list



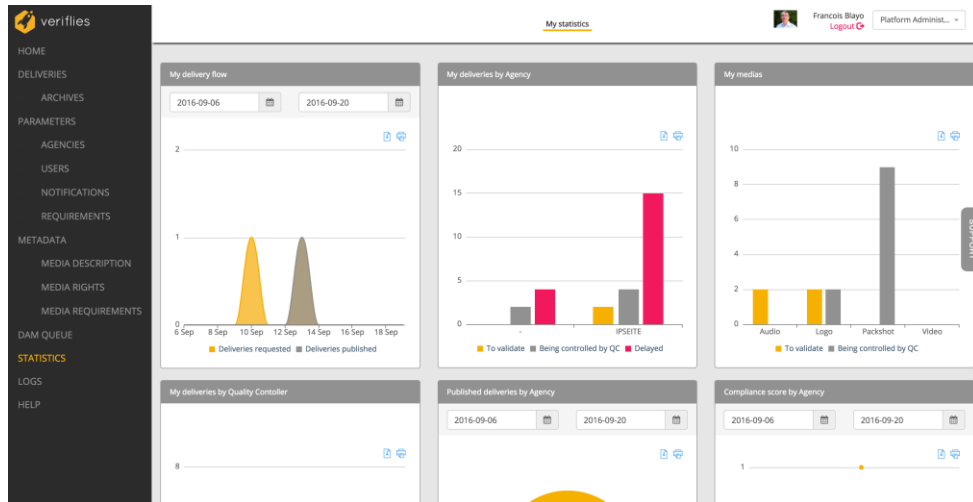
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Automatic publishing in a DAM



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Statistics for all roles



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