Mobile content protection and DRM – 2nd Edition

Mobile content protection and DRM – 2nd Edition is an executive briefing from Berg Insight and the world’s leading telecom newsletter publisher Baskerville. The new completely revised report covers the OMA DRM 2.0 standard, designed specifically for the mobile industry, is now available in mobile media solutions worldwide and is set to become a feature in all major manufacturer handsets from early 2005.

Key players including O2, Vodafone, Orange and T-Mobile have already launched services – enabling the downloading of full music tracks to handsets – which rely on mobile DRM technology for protection against piracy. Other major vendors are entering into alliances to enable the integration of music downloading into their future handsets.

Mobile Content Protection and DRM – 2nd Edition, from the publishers of Mobile Media Newsletter, provides you with a thorough and insightful industry update, focusing specifically on the changes brought about by the OMA DRM 2.0 standard. The report also the effects of the standard on international mobile media markets, highlighting emerging opportunities for all players.

Mobile Content Protection and DRM – 2nd Edition profiles major industry vendors, including Ericsson, NEC and Sun Microsystems, offering mobile DRM solutions based on OMA DRM 1.0/2.0 and proprietary technologies. The report also contains invaluable case studies of major operators offering music downloading services based on DRM technology, as well as detailed analysis of the development of licensing and compliance frameworks for digital content delivery.

This report will answer your major industry questions, including:

- What is the real current status of OMA DRM?
- How is mobile DRM technology implemented by operators and service providers today?
- Will OMA DRM 2.0 become a successful standard?
- What mobile content provisioning solutions are available for supporting the standard?
- When will OMA DRM 2.0 become available in consumer products, and what effect will this have on operator services?
- How does the OMA DRM 2.0 enable the protection of premium content such as music tracks, video clips, and games?

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