

CMLA Update

Informative

December 12, 2005
OMA Meeting
Athens, Greece

Presented by OMA members
Intel, Nokia, Panasonic and Samsung

www.cm-la.com

Agenda

- **CMLA Overview**
- **CMLA Operational Status**
- **CMLA Futures and Summary**
- **Questions**

What is CMLA?

Content Management License Administrator

**CMLA provides a ‘trust model’
for OMA DRM Release 2.0**

“completing the content protection ecosystem”

Note: CMLA is not a patent pool and has no relationship to MPEG-LA

CMLA Objectives

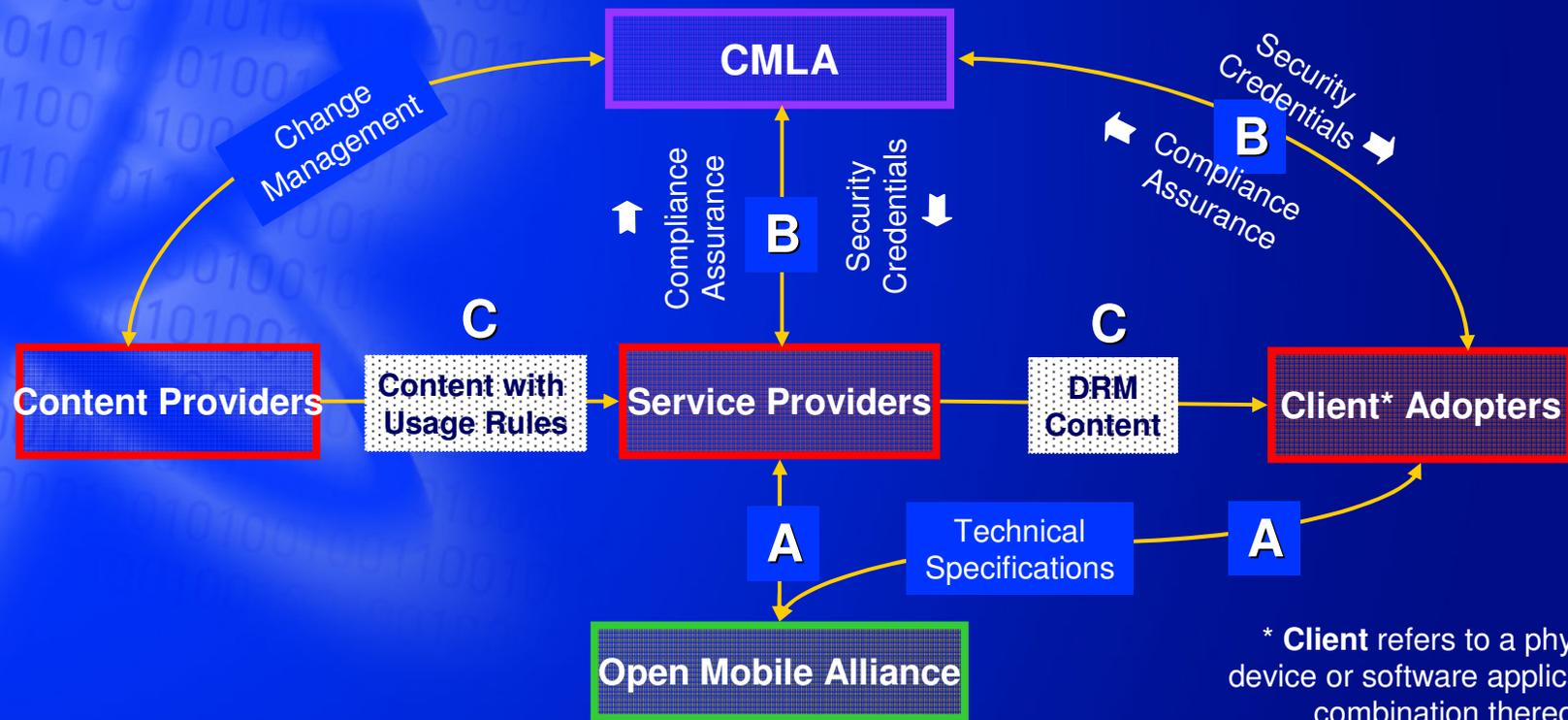
- Enable content distribution services using OMA DRM v2
 - “Cost recovery only” business model
- Balance interests of:
 - Device, Service, Content, Consumer
 - To enable ANY device (Mobile, PC, CE, etc.)
 - To enable ANY delivery mechanism (wireless, wired, etc.)
 - To enable content variety (audio, video, graphics, animation, games, applications, etc.)
- Establish a trust anchor AND enable interoperability
 - Provide PKI infrastructure and trust mechanisms necessary for OMA DRM v2 implementations
 - Establish “Baseline” interoperability and user experience with approved baseline digital outputs (DTCP, HDCP, CPRM)
 - Establish extended interoperability with Rights mapping opportunity for ANY other output technology
- Provide meaningful framework for compliance & remedies

CMLA Trust Model in Content Ecosystem

A DRM Release 2.0 technology specifications come from OMA DRM

B In return for compliance assurance CMLA provisions keying material

- to Client Adopters with which to manufacture devices or applications
- to Service Providers who, in turn, provision rights



C OMA DRM protected content/rights are served to compliant devices

CMLA Development

- **Modeled on experience (e.g., HDCP, 4C, 5C)**
- **Broad Industry Participation**
 - **Founders: Intel, MEI, Nokia, Samsung**
 - **AND 15 Founding Contributor companies from Client, Service and Content communities**
- **Familiar Legal Constructs:**
 - **Technology licenses govern relationships among participants**
 - **Enforceable legal obligations & limitation on liabilities**
 - **Robustness Rules & Compliance Rules**
 - **Keys and Certificates provisioning**

CMLA Operational Status

- **CMLA entity established Q1 2004 – CMLA, LLC**
- **Agreements completed after extensive collaboration – Q2 2005**
 - Available on website (cm-la.com)
 - Client Adopter, Service Provider, Content Participant, Developer Addendum, Tech Spec, and Reseller Agreement
- **PKI deployed Q1 2005**
 - Fully operational with order delivery started Q3 2005
- **Adoption**
 - CMLA has adopters in Client Adopter, Service Provider and Developer categories. Started Aug '05
 - CMLA is by agreement constrained from disclosing adopters until they make public disclosure

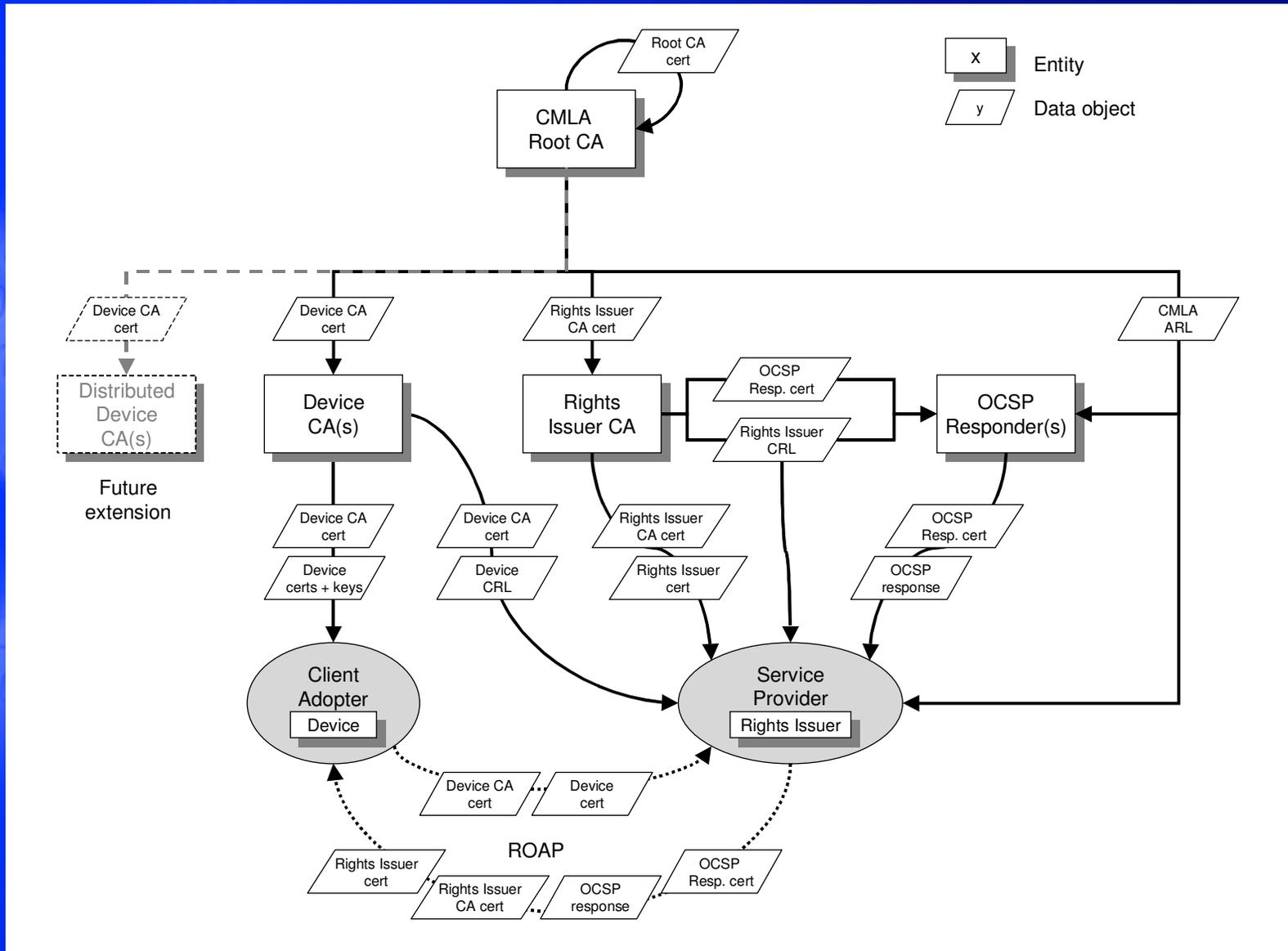
CMLA Interaction Procedures

- **There are well defined processes for licensee interaction**
 - Set-up Process
 - Ordering Process
 - Renewal and other fee handling processes
- **Preserves confidentiality**
 - Business information not disclosed even to founders

CMLA Infrastructure

- **The CMLA Root CA is at the top of the CMLA PKI hierarchy**
 - Issues certificates to subordinate CMLA Certificate Authorities.
 - Two subordinate CAs: Device CA and Rights Issuer CA.
 - Other subordinate CAs (known as Distributed Device CAs) may be authorized in the future and operated by designated CMLA licensees.
- **CMLA maintains physically separate PKIs for both Production and Development.**
- **CMLA Technical Specification defines**
 - PKI details
 - Certificate and CRL profiles conformant to OMA DRM v2
- **Access to both the Development and Production OCSP Responders are available now for CMLA adopters**
 - All CRLs are now available to adopters for download

CMLA PKI System



Access to Online system

- **Online system provides access to**
 - the OCSP responder
 - the CRLs
- **Production and Development on-line systems are physically separate and access is individually controlled**

CMLA IP

- **CMLA specific key agreement algorithm to enhance ROAP in compliance with DRM specification.**
- **CMLA Tech Spec describes this in detail and available under NDA (one page pre-signed NDA)**
 - Three patents pending; US, EU and Asia
- **Non-essential to implementing OMA DRM**
- **No separate fees or royalties; included for CMLA licensees**

CMLA Futures

- **Distributed Device Certificate Authority**

- CMLA is pursuing adding DDCA capability.

- **Mobile Broadcast**

- Broadcast solutions that use OMA DRM v2 should also be able to use CMLA
- CMLA is currently in development activities to support mobile broadcast.

CMLA Summary

- **Creates a global pool of trust for digital media devices and services**
- **Provides common compliance and robustness rules for implementations of an open DRM standard**
- **Facilitates agreements between device/applications vendors, network operators, service providers, IT companies, and content providers**
- **Encourages content providers to make their content available**
- **CMLA is fully operational and delivering credentials today.**

Questions ?

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