

# Integrating Ads with DRM

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# An intuitive combination

- **DRM** specifies a mechanism by which content consumption is moderated, to support business models.
- **MobAd** specifies a mechanism for communicating and managing advertisement material.
- Using our DRM, moderation is based on a policy that is specified in a Rights Object (RO). Possession of the RO entitles the user for using the content, **according to terms (restrictions) specified in the RO.**
- RO restrictions (date, time, count, etc.), along with the need to acquire the RO, provide support for various business models.
- By introducing **“ads restrictions”** we can support yet another business model — advertisements sponsorship.

# What does this integration provide?

- An RO will be able to specify the *exposure of an ad* as a *restriction* that needs to be met for consumption to be allowed.
- Exercising the rights granted by such an RO will require exposure to an ad. ⇒ Allows advertisers to subsidize content.
- Such an RO can be sold as an alternative to an “ordinary” RO, possibly for a lower (or zero) price.
- A user may even end up acquiring both, **without re-downloading the content (DCF)**.

# How is it accomplished?

- The device will keep having two relevant components:
  - a *DRM Agent*
  - an *Ad Engine* (by OMA-CD-MobAd)
- The *Ad Engine* serves requests from an *Ad App* for ads.
- The *DRM Agent* will take the role of the *Ad App* according to the MobAd enabler.
- The *Ad Engine* will interact with *MobAd Network Entities*, if needed, as specified by MobAd.
- The *Ad Engine* will return selected ads to the *DRM Agent*.
- The *DRM Agent* will consider the appropriate *restriction* as met and render the content, along with the ad/s.

# What does it require from DRM?

- Support a new “ad restriction” in REL.
- Communicate data specified in the restriction to the *MobAd Ad Engine*.  
(This data will be used by the *Ad Engine* to determine which ad/s to return.)
- Receive one or more ads from *Ad Engine*, along with exposure instructions.
- Expose the user to the ad,
  - using whatever separate rendering application; or
  - in combination with the DCF content.
- Notify the *Ad Engine* about the exposure, so it can exercise its own metering.

# Way Forward

- 1 Decide on whether or not the introduction of ads is desirable.
- 2 If yes — do we use the MobAd architecture, or do we develop a simplified tailor-made one?
- 3 What information shall be put into the RO to support ads-sponsored content?
- 4 What special requirements do we have from the *Ad Engine* so to support the **ad-sponsored content** business model?

# Thank you

Thank you for your attention.