Integrating Ads with DRM

Submitted To: OMA-CD-MobAd

Date: August 2008

Availability: [X] Public [ ] OMA Confidential

Contact: Hagai Bar-El, hbarel@discretix.com

Source: Discretix Technologies Ltd.

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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 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 supporting ads-sponsorship for content as a business model, DRM may form a strong usecase for MobAd.

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. $\Rightarrow$ 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.

How is it accomplished?

- The device will keep having two relevant components:
  - a *DRM Agent* (by OMA-DRM)
  - an *Ad Engine*
- The *DRM Agent* handles requests from the user to render DRM-protected content.
- 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.
- 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 MobAd?

- Essentially, Support the *DRM Agent* as an *Ad App*.
- Specify *Ad Engine* to receive, from *DRM Agent*, data that either
  - refers to a particular ad; or
  - feeds a process that results in the selection of an ad.
- Specify *Ad Engine* to return one or more ads to *DRM Agent*, along with exposure instructions.
- Specify *Ad Engine* to get metrics from *DRM Agent*.

Way Forward

Probably nothing to do, for the time being, other than:

1. Decide on whether or not we see a DRM Agent as a likely instance of an *Ad App*.
2. If we do — shall the architecture be amended to support the DRM use-case?
3. What *Ad Engine* functionality, e.g., in terms of ad selection, shall be there to support ad-sponsored content?
4. Do we have any requirements from OMA-DRM in order to support this use-case?

Thank you

Thank you for your attention.