

Bill Jones of Global Village joined other global Digital Rights Management leaders at BABi's evening event in London. DRM is key to content management over broadband networks.

Talal Shamoon, CEO of InterTrust Inc; George Everhart, CEO of Sealed Media Inc; Sylvain Thenevot, head of DRM for Vodafone Global; Roger Burt, Intellectual Property Counsel IBM EMEA; and William Jones CEO Global Village Ltd comprised the panel.

The panellists gave widely differing views of DRM, from the concepts and principles that underpinned current laws, to a vision of the mobile world, the utility view in the entertainment markets and the information life cycle management view in the corporate world. All agreed that DRM was taking off both sides of the Atlantic. And, in the trend towards increasing machine to machine communications, that trusted computing and DRM are interrelated. Both prohibition and permissions were important in the arbitrage between control and access. Some argued that information lifecycle management is the key issue whilst others argued that it is secure next generation networks. Nonetheless, all agreed that governments were yet to grasp the policy dimensions.

All agreed that the critical issues facing digital content management in all market sectors were adequate standards, interoperability, and billing and payment mechanisms.

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