DAM - A Framework for Digital Assets Protection and Management

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DAM - A Framework for Digital Assets Protection and Management

• Today’s digital world (wired and wireless)
  – a massive and increasing amount of digital content.
• In the future world characterized by ambient intelligence
  – digital content will be ubiquitous
  – people will interact with it in all spheres of their life
  – a situation that presents new challenges in the area of Digital Content Protection and Management (DAM).
• Protecting valuable asset from misuse, theft or misappropriation
  – a minefield of conflicting opinions, expectations, laws and technologies
• There is a need for a prudent treatment of the issue, and to stimulate, nurture and cultivate a broad and in-depth understanding of
  – DRM systems
  – the relationships between DRM technology and people, organisations and society.

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- In the process towards successful DRM
  - properly handling privacy, security and trust is an indispensable precondition for reliable legal safeguards, reliable technology and secure business, and for achieving acceptance by users.
- Therefore, we propose to establish a Network of Excellence (NoE) for
  - a framework for digital assets protection and management
- That will consist of experts from various disciplines and will conduct high quality research on DAM related domains
  - an integrated multidiscipline and inter-domain approach to address the vision of protecting and managing assets
  - network the traditionally separated DRM research communities in the fields of
    - technology, business, law, ethics and social science
  - all of which are important operative factors in the uptake of DRM