



Related Movement to Free Culture Movement

Related Movements

- Anti-DRM
 - What is DRM?
 - DRM...
 - As a business problem
 - As a piracy problem
 - On moral ground
 - On economic ground
- ODF vs OOXML
 - What are they
 - Advantage of open file format
 - Problems of OOXML
- Public engagement

Anti-DRM : What is DRM

- <http://www.youtube.com/watch?v=ryXDhXqR-SE>
- To enforce copyright limitation by technology, such as prevent copying, transforming
- Exist in media (e.g. CD, DVD) and playback devices (e.g. DVD players, iPOD, Zune)
- Led by major copyright holders and computer industry, concerning their own rights only, neglecting many other issues, as followed.

Anti-DRM : as a business problem

- Unsuccessful business model
 - DRM is aimed to fight piracy
 - DRM limit the usage of purchased goods, lowering its value
 - DRM materials is more unattractive to customer then DRM-free materials
 - Steve Jobs from Apple iTune and Ian Rogers from Yahoo! Music point out that DRM is a unsuccessful business model
- Anti-competition
 - DRM is leaded by computer industry giant
 - DRM materials is locked up to only able to play in their device, e.g. iTune music only plays on iPod
 - Vendor lock-in effect, users are forced to buy certain device to playback music or video
 - Cyberport suggest OpenDRM – a solution to DRM?

Anti-DRM : as a piracy problem

- Spyware
 - DRM system try to get personal information in order to verify identity
 - Example: Sony's DRM CD deploy spyware into PC
 - Sony needs to exchange new discs and pay penalties for customer, put spyware cleaner on their website etc.
- Trusted Computing
 - <http://www.youtube.com/watch?v=XgFbqSYdNK4>
 - A technology to deploy DRM
 - Manufacturers can make electronic devices unable to play non-DRM media
 - During identity verification, personal information maybe transmit to manufacturers or copyright holders
 - Unique ID is usually deployed to media, that people can be traced with such ID

Anti-DRM : on moral ground

- Principle of copyright law
 - Protect expressions of ideas, not business
 - Copyright law provides fair use or fair dealing, which are reasonable exception of using copyrighted work
 - Fair use or fair dealing is unable to coded by into computer
 - Example – reproducing ebook and playing DVD for educational purpose
- Ownership or rights
 - Without DRM – we own a product
 - With DRM – we own a right for particular usage of the product
 - Example – DRM-free CD vs DRM audio file

Anti-DRM : on economic ground

- Value of copyright work reduced
 - Value are only created from copyrighted work when people consume it, or make derivative work from it
 - DRM create restriction on usage, and forbidden many kinds of derivative works
 - Value can be created form the works is reduced
- Cost to everyone is increased
 - Cost to produce and publish works is increased
 - Cost to use works is increased
 - The ultimate winner is hardware manufacturer and DRM technology inventors

ODF vs OOXML : about file format types

- Traditional – closed file format
 - Only the developer knows how to read and write such format
 - Lacks flexibility
 - What if the developer bankrupt?
 - What if the developer stop providing support?
- Solution – open file format
 - The specification is open to public, anyone can write program to use this format
 - Flexible
 - Any programmer can work upon the format, creating better program or enhance programs that use it
 - Readability – even after hundreds of years, people can write program to use the files

ODF vs OOXML : ODF and OOXML

- OpenDocument Format
 - Design by OASIS, a organization specialized on open file format
 - Approved by ISO on 2006
 - Implemented by OpenOffice, StarOffice, K Office etc.
 - Specification of 867 pages
- Office OpenXML
 - Design by Microsoft, largely based on MS Office
 - Approved by Ecma, a private standard organization chaired by Microsoft
 - Submitting for ISO
 - Not even implemented by latest MS Office
 - Specification of 6545 pages

ODF vs OOXML : Anti-OOXML movement

- OOXML has no real implementation yet
- No guarantee that OOXML can be implemented without violating MS patent
- Duplicated ISO standard for office document format cause confusion
- Microsoft admit that they pay ISO voters for votes, and pay to get seat to vote in last minutes
- Result: rejected by ISO, maybe resubmit in future

Public engagement

- Petition
 - Ask Apple to drop DRM
 - Ask BBC's online boardcast to drop DRM
 - Ask ISO not passing OOXML
- Cracking DRM
 - DVD DRM – CSS
 - Start appearing in 1996
 - Cracked by 3 programers in 1999
 - HD-DVD and BlueRay DRM
 - Cracked several times, even before release
 - Spreading of crack code all over the world
 - AACS warned to take legal action
 - Apple and Microsoft DRM
 - Cracked by FairUse and FairUse4WM
 - iPod and Zune cracked soon after release



Thank you