
Digital Rights Management and Libraries

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Abstract

Content originators and publishers are employing Digital Rights Management (DRM) to protect the digital content by continuous replication and prevent the abuse of their intellectual property. However, locking the content and controlling operations on the content have presented interesting challenges in supporting fair use in the digital world. Libraries are not only purchasing intellectual property, but they are also producing and maintaining it. The article highlights the importance of DRM, its fair use issues, how to improve content delivery and its beneficial services for libraries. Electronic access.

Keywords: Digital Rights Management, DRM, Content Management

0. Introduction

Knowledge and information in the digital environments reveal a fast growth. The advent of new technology has opened new gates for a highly efficient mode of knowledge and information. This technological advancement has made this age/era a digital age/era. This digital age/information age has simply revolutionized the way workers work, institutional concepts, and also perhaps thinkers think. With the help of Digital media we can store information easily on computers as "data", understand information complexity, regularizes the information access and improves information environment. Now, internet forms the major concern and websites are the domains where the information is made available but So many questions arises like how to copyright the website, its content, source code, is downloading legal, viability of the user ID and password etc. to get the answer of all such questions, there is a need to understand the concept of IPR.

1. Intellectual Property Right (IPR)

Intellectual property is the creation of the human mind. A human being's potential efforts to intellectual outcomes, which in turns have considerable value in economy. Rights associated with the intellectual property which gives legal protection is referred to as intellectual property rights. In the new era, with the development of the digitized information system, a new technology and the fair use relating to copyright are most affected.

This technology is known as the DRM. DRM is meant by the Digital Right Management. The basic goal of the digital right management (DRM) is to develop and control the access of "intellectual property". The present article throw light on the key components of the technology associated with DRM, how DRM has impacted content acquisitions by publishers and aggregators and, more especially, how best for libraries to support DRM as a necessary component of content access and redistribution.

2. What is DRM

The meaning of DRM could be different for the different users. It is a means of extending control on digital objects in cyberspace. DRM is being employed today to protect digital content (encryption), control specific operations on the content (play, print, copy, save) and to limit the number of times a particular operation may be exercised on the content (e.g. view three times). Most DRM technologies today 'persistently

protect” content, that is, the content is never in a decrypted state - during storage, distribution or consumption, and applies to content downloads, as well as streaming content. Usage permissions must be obtained for a consumer to gain access to a DRM controlled digital file. These permissions are sometimes referred to as a key, permit or license, and may be obtained prior to receiving Collection management, Technology, Intellectual property, Acquisitions (library materials) Since digital content can be perfectly replicated and distributed infinitely, publishers and other content originators are employing DRM and persistent protection to prevent the abuse of their intellectual property.

Now a days, locking the content and controlling operations on the content have become major challenges in supporting fair use in the digital world. Since libraries are the publishers, so, they not only purchase intellectual property but also produce and maintain it. By the use of DRM, library operations may be improved such as content delivery to the libraries as well as it also helps the publishers and content aggregators to improve their sell. one can understand the improvement from this example as- the online retailer presents offers to the consumer, the consumer selection is made and supported by a shopping cart process, and a permit is issued to the consumer. The permit is unique to the consumer’s device and includes the authorized usage rights (e.g. unlimited viewing, no printing); the key to provide access to the encrypted file, and it manages the download or stream of the content.

For obtaining the permissions on the website location, most DRM technologies associated with an “Offer URL” having content objects. In the case of protected content being distributed via e-mail, the local software application first looks for a valid permit on the PC or device. If one does not exist, the software reads the offer URL and directs the user to a site to obtain one. Consumer choice is again exercised and the transaction results in a permit being issued. Since the consumer already has the content, it does not require an additional download. Consumer awareness of usage permissions being granted varies from application to application. In a retail environment, it may be very obvious with the shopping cart metaphor being presented and a credit card being cleared. In a library setting, it may be very rightly with servers exchanging domain identifications and permits being issued. Software companies such as Adobe, IBM, InterTrust and Microsoft are advancing DRM technologies today. Supported file formats include text (LIT, OeB, PDF) and multimedia (MP3, MPEG-2, WMA).

“Fair use” issues in the digital world Accordingly, national copyright laws in most countries incorporate exceptions for copying for personal use, research, education, archival copying, library use and news reporting, based on principles of “fair dealing”, or in the US, the doctrine of “fair Use”. The scope, strength and flexibility of these exceptions vary widely between countries and regions, in part due to differing national jurisprudence, but generally focus on the following conditions:

- ✍ The purpose and character of the use- copying must be for private, non-commercial purposes. Only single or a small number of copies may be reproduced.
- ✍ The proportion of the work that is copied should be made only of parts of the work. Complete works may be copied only where originals are not available in the market.
- ✍ Hard copy may typically be produced only by reprographic processes.

The legal scholars, politicians and copyright owners agree that fair use is hard to understand and it fails to provide effective guidance for the use of other works today. Library and information centers have right of fair use under copyright laws (legalised by many governments). Certain illustrations have been included to ascertain potential fair users under copyright law. Four factors must be taken into account in analyzing whether the use is fair or not in copyright law.

The four factors for analyzing fair use include:

- ✍ Character of use
- ✍ Amount and importance of the part copied
- ✍ Nature of the material to be copied
- ✍ Effect on market for permission.

Since digital content can be perfectly replicated and distributed infinitely, publishers and other content originators are employing DRM and persistent protection to prevent the abuse of their intellectual property. However, locking the content and controlling operations on the content have presented interesting challenges in supporting fair use in the digital world. For instance, most DRM technologies today bind the content object to a specific device (PC, PDA, mobile device). This is usually a one-for-one relationship, that is, the PDF can only be read on the PC it was downloaded to, or the MP3 may only be played on one specific mobile device. Protected digital content changes the rules of physical world fair use because we transport our books from the library to home and to the office. We lend our books to friends and family. We play our music CDs on our PCs at home and at work, in the home entertainment center, as well as in our vehicles. Content providers and DRM technology companies are experimenting with various forms of digital fair use, but the end result is not clear. Library content and technology Providers, such as NetLibrary and Baker & Taylor, are tackling the issues in the digital libraries.

3. Beneficial Services for Libraries

Libraries leverage a variety of services as part of content delivery to customers, especially materials acquisition and document delivery. Materials providers, especially publishers and book wholesalers, have increased "print on demand" offerings. These services, in addition to the more traditional methods for acquiring content, increase positively a library's ability to meet user needs. A recent "pay per view" service comes from OCLC. Library and information centers are required to perform library copying for patrons and for its own collection; reserve room operations (print copies), electronic copies, audiovisual copies, news programme and contractual limitations on acquisition and inter library loan; all these involves copyright issues. These operations are necessary to run normal activities of the libraries, information and documentation centers. In the digital environment, now, these traditional services are replaced by FirstSearch services. This is a service that could have benefited from DRM to improve the usability of the content and specially the administrative burden for libraries. Now, FirstSearch services subscribers are able to purchase articles from the Electronic Collection Online (ECO) collection as OCLC announced in July 2001.

The goal of this service is to provide libraries the option of article-level content delivery to patrons through the ECO service, while not omitting the library to a full subscription to e-journals. This proves especially useful for back file content or little used titles. A subscription to the OCLC FirstSearch ECO service is required. Users may retrieve the full image of the activated article through the ECO collection archive in a variety of formats such as PDF and HTML. By the help of DRM, Libraries purchase e-books from netLibrary, may catalog those titles and make them available directly from the library's automation system, or provide access though the library Web site. NetLibrary has implemented a number of safeguards to protect the intellectual property rights associated with the e-book content. netLibrary prevents the user from having continued access to the service for a period of time. Under the current property rights agreements, only one copy of content may be used at one time. If a library wants to provide simultaneous access to a title, multiple copies must be purchased with print. Libraries may work with netLibrary to determine the length of time an e-book may circulate. Once the circulation period has expired, access to the e-book is deactivated. There is the need to go for the checkout procedure for a patron, If he wants to "borrow" the title again. In the netLibrary model of distribution and access, rights of use of digital content are specified and managed through the DRM technology.

4. Conclusion

Digital right management is essential for human creativity. Under this system of rights, creators are assured that their works cannot be copied anywhere. Digitizing and using copyright work in IT environment require this technology. DRM should focus for growth, economic progress of individuals and institutions and contribute in the increment of knowledge, culture and information exchange all over the world.

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About Author



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