

From: [participant]@microsoft.com  
Sent: Tuesday, May 07, 2002 8:07 PM  
To: bpdg-tech@list.lmicp.com  
Subject: BPDG: Proposed technology for Table A

In accordance with the schedule outlined at the April 29th meeting, Microsoft is submitting Windows DRM for consideration to be an approved technology. We have used the most recent draft of criteria by MPA and 5C as a guide. Also attached are the associated obligations of the technology.

We also want to support recent concerns expressed on the reflector and share our concern about the overall schedule bringing BPDG to completion. It would be very appreciated if the co-chairs could publish a revised schedule. This new schedule should reflect the missed deadline for the draft final report and allow for sufficient time to provide thoughtful feedback and have it incorporated into the final version. While everyone wants to drive this portion of the process to closure, we concur with the opinions expressed to date that it would be in the long term interest of all to focus on completing the final report in quality time, not haste. There is a great deal at stake for all involved. Ensuring the final report include the breadth of perceptions and giving anyone the opportunity to provide thoughtful feedback will only serve to make this a more credible and sustainable initiative long term.

Outlined below is data relevant to the criteria as they stand today. While we have used the most recent draft as a guide, we also support some of the concepts expressed on the reflector for technically objective criteria in addition to these. We would like to see Windows DRM included in the final report on Table A along side other technologies capable of meeting the spirit and intent of the specifications defined in BPDG.

Windows DRM has the broadest reach of any DRM technology

Windows DRM is supported in more than 350 million secure Windows Media Players distributed worldwide in 26 languages, as well as numerous third-party players and jukeboxes, and on over 120 devices ensuring the broadest reach of PC and device users.

Windows DRM is the most widely deployed technology for protecting audio and video on the Internet

Windows DRM was first released in 1999, and has gone through two major releases. Windows DRM has been used for more than 15 million secure transactions for audio and video content worldwide.

Windows DRM is flexible

Windows DRM supports a wide variety of business and distribution models, including subscription services, pre-purchase trial, rental and sale. It is based on industry standard XML and designed for ultimate flexibility in system architecture and design. Windows DRM has scaled to meet the needs of the largest corporate and entertainment companies and retailers.

Qualification of Windows DRM

Windows DRM meets both Criteria 1 and 2 of the MPA and 5C proposed criteria (by which a technology should qualify to be included in Table A).

Criterion 1: Three Major Studios and/or Major Television Broadcast Groups (of which at least two must be Major Studios) use or approve the technology.

\* Companies such as Intertainer and Cinema Now are currently delivering secure movie rentals on the Web using Windows DRM. New Released Content for these consumer services are licensed from Major Studios and or their Affiliates including, Warner Bros., DreamWorks, Columbia, Miramax, Twentieth Century Fox, the Disney Channel, MGM and Lions Gate. New Release Content on these sites includes movies such as Shrek, Legally Blonde, A little bit of soul, and Rock Star.

Criterion 2: Ten Major Device Manufacturers (including software vendors) have licensed the technology and two Major Studios use or approve the technology.

\* Windows DRM meets this criterion with the following credentials:

1. More than 50 Consumer Electronic devices manufacturers license Windows Media and DRM, including Creative Labs, Iomega, Sonic Blue/Rio, Compaq, Thomson, Intel, RCA, Sanyo, Nike, and Panasonic.
2. More than 130 software developers have licensed Windows DRM to support playback of secure audio and video in their own software players including Lycos Sonique Player, MusicMatch, RealNetworks, RioPort Audio Manager, Sonic Foundry Siren, Voquette Media Manager, WinAmp, Yahoo Player, and Winamp.
3. Video subscription services powered by Windows DRM include leading Internet video on demand providers Intertainer and CinemaNow. These services provide New Released Content online from Major Studios and or their Affiliates including MGM, Warner Bros., DreamWorks SKG, Twentieth Century Fox, New Line Cinema, and Lionsgate. New Release Content on these sites includes movies such as Shrek, Legally Blonde, A little bit of soul, and Rock Star.