

Welcome to the 1st Open Media Commons Community Workshop



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Director of Engineering

Santa Clara, California

March 15-16, 2006

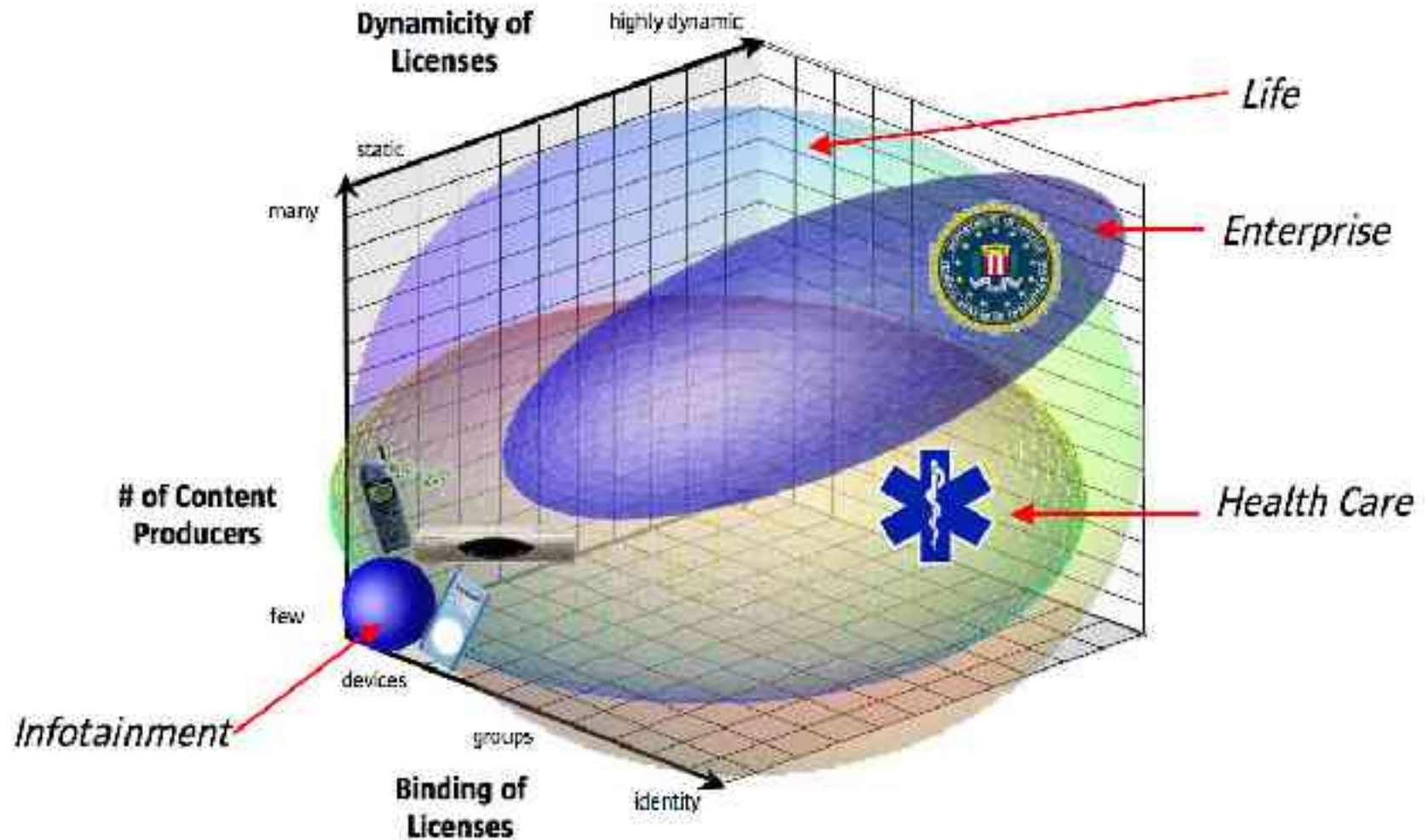
About this meeting...

- No confidentially agreements
- No press or analysts were invited
- Event recorded for transcription purposes
 - > Let us know if you have a problem
- Focus on discussion of draft proposals
- Facility Information:
 - > WiFi Access
 - > Campus access limited to immediate grounds

Goals of Open Media Commons

- Specify open, **royalty-free** digital rights management and codec standards
- Collaborate with like-minded open-source communities
- Influence standards organizations
- Promote the creation, duplication and distribution of digital content and ensure that creators and owners get compensated

Extended View of Rights Management



Project DReaM

- Supports OMC vision of open source and royalty-free intellectual property
- Leverages network identity to promote Identity & Role based licensing models, rather than device based licensing only
- Addresses both Conditional Access (CA) and Digital Rights Management (DRM) system models
- Addresses immediate multi-system interoperability requirements (D15N)
- Independent of any specific content type
- A horizontal framework capable of supporting: Business, Content and Life vertical markets
- Exploration of RMS policy options beyond encryption (watermarking & tracking)

Goals of Workshop

- 1) Engage you as contributors, supporters and co-sponsors of the OMC initiative
- 2) Discussion of *draft* DReaM technical specifications and source code
- 3) Layout plan for completion of DReaM specifications and open sources
- 4) Discussion of OMC vision for achieving Open Source of Open, Royalty-Free DRM
- 5) Discussion of next steps: Legal, Specs, Source Code, Standardization, C&C

OPEN MEDIA COMMONS TERMS ("OMC Terms")

Open Media Commons ("OMC") is an open community project with the goal of developing an open source royalty-free digital rights management ("DRM") solution. OMC Participants would like to receive diverse, wide, open, public, free and unrestricted input, suggestions, comments, contributions and any other feedback ("Feedback") on any materials in or with which these OMC Terms appear and on any other specifications, binary or source code software ("Software"), and plans and approaches proposed by OMC Participants ("OMC Materials"). You grant OMC Participants a worldwide, perpetual, irrevocable, paid up, royalty-free, no-cost, non-exclusive and otherwise unrestricted license to use, perform, display, disclose, copy, reproduce, publish, license, modify, adapt, create derivatives of, sublicense and otherwise distribute and exploit for any lawful purpose, without duty of accounting, any Feedback that You provide ("Feedback License"). The Feedback License excludes any superior third party legally enforceable rights of which You have no actual knowledge, to the extent a third party seeks to enforce the rights in conflict with the Feedback License. The Feedback License excludes any logos, service marks, trade names or other trademark rights. You warrant that to the best of Your knowledge, You have the rights necessary to grant the Feedback License, and will not intentionally provide Feedback for the purpose of frustrating the goal stated above. OMC Materials may only be used for providing Feedback except to the extent otherwise specified in these OMC Terms.

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BY REVIEWING OR PROVIDING FEEDBACK ON OMC MATERIALS, YOU ACKNOWLEDGE YOU HAVE READ, UNDERSTOOD AND AGREE TO THESE OMC TERMS.

Who is here today?

- Sun Microsystems
- Cisco
- IBM
- HP
- Samsung
- Motorola
- Arm
- Myrio
- Alticast
- Apple
- Verimatrix
- Safenet
- Warner Music Group
- Sony BMG
- Universal Music Group
- Disney Imagineering
- Telecom Italia
- Comcast
- Panasonic R&D
- Real Networks
- CoreMedia AG
- Infosys
- IMAKE
- UTStarcom
- USArtPhone
- MESoft
- Callisto Media Systems
- MPEG LA
- Intertrust
- EFF
- Verisign
- Stanford University
- Infosys Technologies
- Ardtully Technologies
- Agnostic Media
- Zone 24x7

OMC Agenda Day 1

Wednesday, March 15th

8:00 AM	Registration & Continental Breakfast	1:00 PM	The Open Source Process Ray Gannon Assoc. General Council Sun Microsystems, Inc.
9:00 AM	Welcome & Day's Overview Tom Jacobs Director of Research, Sun Labs Sun Microsystems, Inc.		Michael Anastasio Asst. General Council, CTO Office Sun Microsystems, Inc.
9:15 AM	Keynote Jonathan Schwartz, President and Chief Operating Officer, Sun Microsystems, Inc.		Jonathan Nimer Asst. General Council Sun Microsystems, Inc.
9:45 AM	Entertainment Industry Perspective Howie Singer Vice President, Strategic Technology Warner Music Group	1:45 PM	DReaM - D15N Technical Discussion Gerard Fernando
10:15 AM	Enterprise Perspective - Open Office Mark Timmermann, Technical Architect Software Engineering, Sun Microsystems GmbH	2:15 PM	DReaM - MMI Technical Discussion Vishy Swaminathan Senior Staff Engineer, Sun Labs Sun Microsystems, Inc.
10:45 AM	Break	2:45 PM	DReaM - CAS Technical Discussion Vishy Swaminathan
11:00 AM	Identity & DRM Rakesh Radhakrishnan Sr. IT Architect Sun Microsystems, Inc.	3:15 PM	Break
	Hubert A. Le Van Gong Sr Staff Engineer, CTO Office Sun Microsystems, Inc.	3:30 PM	Principles of OMC Susan Landau, Distinguished Engineer, Sun Microsystems, Inc.
11:30 AM	Intro to DReaM Gerard Fernando Senior Staff Engineer, Sun Labs Sun Microsystems, Inc.	4:30 PM	Creative Commons Larry Lessig, Professor of Law, Stanford University Law School
12:15 PM	Lunch	4:45 PM	Day's Wrap-up Tom Jacobs
		5:00 - 6:30 PM	Social Gathering Drinks and snacks Hosted by Sun Microsystems

OMC Agenda Day 2

Thursday, March 18th			
8:00 AM	Registration & Continental Breakfast	1:00 PM	Intellectual Property Issues & Royalty Free George Simon Sun Microsystems, Inc.
8:30 AM	Welcome & Day's Overview Tom Jacobs		Anthony Wechselberger Entropy Management Solutions
8:55 AM	Openness and Standardization in Unexpected Places Whitell D'Elia VP, Sun Fellow, Chief Security Officer Sun Microsystems, Inc.	2:00 PM	National Opportunities Ken Gidden Industry Manager, Broadband Media Sun Microsystems
9:30 AM	Education Perspective Mimi Zaker Stanford University Great Library		Zino Lee Director Alicast Corporation
10:00 AM	Government Perspective Barbara Holmville MITRE Corporation	2:45 PM	Usage Scenarios Tom Jacobs
10:30 AM	Break		Vishy Swaminathan
10:45 AM	OMC Project Status Update Tom Jacobs	3:15 PM	Break
11:30 AM	Public Policy - Open Source DRM Giles Gwyer Chief Technology Architect for Security Sun Microsystems, Inc.	3:30 PM	Requirements Gerardo Fomando
	Susan Lendau		Mark Baugher Sr. Technical Leader Globex Systems, Inc.
12:15 PM	Lunch	4:15 PM	Next Steps
		4:45 PM	Workshop Wrap-up

PROJECT
DREAM

Welcome!