DIGITAL RIGHT MANAGEMENT TO FOSTER MOBILE MULTIMEDIA SERVICES

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ABSTRACT
Digital Rights Management is the current hot topic in the Mobile Telecommunications area, which has taken a new step with the recently fostering Mobile Multimedia Services. Digital Rights Management is as hot as it is because of different reasons, be it economy, security or psychology. Digital Rights Management has been being discussed in the fixed Internet context since the beginning of the twenty first century, due to the shortcomings of the Internet business model. The anticipated revenues through advertising did not pay off. Therefore, it is proven that publishing content online without a guaranteed return is not feasible any more. As well as the raised awareness, reviewed/reconsidered/reformed business models are also expected to impact on the Mobile communications. Nevertheless, another perspective, which puts Digital Rights Management in focus is as important as the previous ones. That is “trust”. Confidentiality, Integrity and Authority has lately become of utmost importance in the mobile environment, as well. Digital Rights Management is a new facade to the century old ticketing business. The era of Mobile communication is soon taking its next turn being embellished by the digital content. This is the "bazaar digital" where all the different merchants brought in their goods. They have nicely decorated their stands however; some are hesitant to display their content even though everyone knows what they have to display. One might wonder why. The answer is simple. The security required seems to be either compromised or not present at all besides, security costs money, resources and time and there is no one to pay for it either. The arena of Mobile Digital Rights Management consists of various players. End-user, Mobile Operator and Content Provider (and owner, publisher and retailer) being the legs of the tripod, the groundwork is to be laid by the technology providers of Infrastructure, Handset, Content Delivery Solution, Digital Rights Management Solution, Billing and Clearing.

KEYWORDS: DRM-Digital Right Management, CoIP : Communication over Internet Protocol, 3G-Third Generation