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## NEWS RELEASE

For Immediate Release

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### **MPEG LA Issues DRM Reference Model 2.0, Calls for Essential Patents Covering OMA DRM 1.0 and Internet Music Distribution**

*Updated DRM Reference Model and call for patents to cover key emerging technologies*

(Denver, Colorado, USA, 20 July 2004) - MPEG LA, LLC, world leader in one-stop technology platform patent licensing, today issued DRM Reference Model 2.0, specifically covering the Open Mobile Alliance's OMA DRM 1.0 standard ("OMA DRM 1.0").

[http://www.openmobilealliance.org/release\\_program/docs/CopyrightClick.asp?pck=DRM&file=OMA-DRM-v1\\_0-20031113-C.zip](http://www.openmobilealliance.org/release_program/docs/CopyrightClick.asp?pck=DRM&file=OMA-DRM-v1_0-20031113-C.zip)

Digital rights management technology (DRM) has broad application for the protection and management of digital information; it is key to the success of electronic media distribution systems now gaining popularity on computers, mobile and consumer electronics platforms. The DRM Reference Model describes elements of DRM systems in common use. Its purpose is to form the basis for evaluating and determining patents that are essential for DRM in order to provide users with convenient, fair, reasonable, nondiscriminatory access under an alternative license. Of importance to DRM standards and other implementation initiatives, an alternative patent license of this kind may assist in making available to the marketplace a wide variety of innovative new products and services based on DRM whose development and deployment might otherwise be inhibited.

Part of a continuing process begun on October 2, 2003 [[http://www.mpegla.com/news/n\\_03-10-02\\_drm.html](http://www.mpegla.com/news/n_03-10-02_drm.html)], DRM Reference Model 2.0 is the first of many updates that may be expected. As enhancements to the DRM Reference Model are identified that will meet emerging marketplace needs

now and in the future, refined versions of the DRM Reference Model such as DRM Reference Model 2.0 will be issued and additional patent submissions will continue to be called for in order to increase the body of patents eligible for inclusion in a joint DRM Patent Portfolio License.

DRM Reference Model 1.0 provided an umbrella for many different DRM implementations and included virtually all of the DRM technologies that will be used in OMA DRM 1.0 and Internet DRM Music Distribution. It served as a tool for an initial call for patents and an evaluation of their essentiality by independent patent experts that resulted in the convening of an initial patent holder group to decide terms of license. An initial group of parties with patents determined by MPEG LA's patent experts to be essential to DRM Reference Model 1.0 have been working together since March 2004 for that purpose [[http://www.mpegla.com/news/n\\_04-03-15\\_drm.html](http://www.mpegla.com/news/n_04-03-15_drm.html)]. Any party that believes it has patents that are essential to DRM Reference Model 2.0 and wishes to join a patent portfolio license upon successful evaluation is invited to submit them for evaluation by MPEG LA's patent experts in order to join this process.

In addition to making minor technical corrections to DRM Reference Model 1.0, DRM Reference Model 2.0 makes clear the intention to offer a license covering OMA DRM 1.0 and applications such as Internet DRM Music Distribution systems, as well as the entire body of patents that are essential to DRM Reference Model 2.0. And, as other DRM implementations such as OMA DRM 2.0 and MPEG-21 emerge, MPEG LA contemplates that sublicenses also will be designed and offered for those.

MPEG LA continues to welcome the submission of patents for an evaluation of their essentiality to the DRM Reference Model, as it may be revised from time to time, in order to include as much essential intellectual property as possible in one license for the benefit of the marketplace. Independent patent experts will evaluate patents for their essentiality to all parts of DRM Reference Model 2.0, and a patent which is essential to any part would be included in a license covering all parts of the DRM Reference Model as it may be revised periodically. To encourage the submission of as many essential patents as possible, MPEG LA has revised the patent submission and evaluation fee schedule going forward. Interested parties may request a copy of DRM Reference Model 2.0 and the revised terms and procedures governing patent submissions at [www.mpegla.com](http://www.mpegla.com), "Programs in Development."

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## **MPEG LA, LLC**

MPEG LA is the world leader in one-stop technology platform patent licenses, enabling users to acquire patent rights necessary for a particular technology standard or platform from multiple patent holders in a single transaction. Wherever an independently administered one-stop patent license would provide a convenient marketplace alternative to assist users with implementation of their technology choices, the licensing model pioneered and employed by MPEG LA may provide a solution. MPEG LA is not related to any standards agency and is not an affiliate of any patent holder. MPEG LA licenses portfolios of essential patents for the MPEG-2, IEEE 1394, DVB-T, MPEG-4 Visual and MPEG-4 Systems standards. In addition to developing a license for the DRM Reference Model, MPEG LA is also developing licenses for the AVC/H.264 (also known as MPEG-4 Part 10) and proposed VC-9 standards. For more information, please refer to [www.mpegla.com](http://www.mpegla.com).