



Digital Rights Management: Business and Technology

Bill Rosenblatt, Bill Trippe, Stephen Mooney

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Digital rights management (DRM) is a set of business models and technologies that allows media companies to protect their intellectual property -- and profit in the online world. Cowritten by DRM pioneer William Rosenblatt, this lucid primer outlines the state of DRM today for media executives and IT decision-makers, covering business models (such as subscriptions), core technologies (watermarking, encryption, authentication), standards (such as XrML), vendors, and more.

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