Meeting of the ANSI OMF Ad Hoc Working Group on Copyright Protection in the Digital Age

Draft Minutes

Meeting Held:
Monday, September 29, 2003
2:00 pm to 4:00 pm

Marriott at Metro Center
775 12th Street, NW
Washington, DC 20005

Purpose and approach: The primary purpose of this session was to provide a forum for discussion about the development of solutions to the problem of illegal copying and distribution of standards in the digital age.

The approach of the meeting was informal – it was intended as a loosely moderated round table discussion to solicit experiences and ideas from all interested parties.

1. Opening Remarks

Dan Bart and Bob Feghali made preliminary comments about the goals for the meeting and will review the program for any suggested adjustments.

2. Summary of Key Discussion Points and Open Questions

2.1 Coordinating Bodies: ANSI will be monitoring international developments in DRM via their participation in the ISO ITSIG and CPSG groups and will be coordinating their efforts with those of this body.   ISO CPSG is hosting a workshop on DRM on October 30-31, 2003 in Geneva and ITSIG's DRM group will be making a report at their meeting at ANSI in New York on November 10-11, 2003.

Bob Feghali stated that he believes that international bodies will lag behind U.S. SDOs and resellers in their DRM deployment. They are looking to U.S. bodies for guidance.

For the near term at least, this Ad Hoc Working Group on DRM will continue to be chaired by Dan Bart and reside under ANSI OMF.

2.2 API Experiences: API experienced initial customer resistance to their deployment of file locking and other DRM measures, but this resistance all but disappeared after 2 weeks. Deployment of FAQs helped greatly in this transition. Many customers didn't realize they were violating their license agreements and copyright when copying files. PDF by-the-drink sales have stayed flat, but subscription sales have increased because customers have been migrated to subscriptions now that they cannot make copies of by-the-drink products.

2.3 ANSI Experiences: ANSI has just deployed DRM for its new eSubscriptions product (http://webstore.ansi.org/ansidocstore/subscriptions/). A summary report of these experiences is attached.

2.4 Other planned deployments: IEEE is considering deployment by the end of 2003 or 1st quarter 2004. ASTM is considering for 1st Quarter 2004. AGA plans a January 1 2004 deployment.

2.5 DRM for committee use : Should DRM also be applied for documents distributed for committee standards development use? API gives committees Word files for drafting purposes, but only locked PDF copies are provided for committees for reference and courtesy use.

2.6 Inhibiting intended use of standard? Is there a risk that DRM will unduly inhibit the intended use of standards – i.e., their implementation? Is copy/paste one of the restrictions that inhibits this intended use?

2.7 Refining printing controls: How should print controls be measured – by number of print requests (regardless of number of pages printed) or number of times the entire document is printed?   Another variation is number of pages over a given period of time – to be reset after the time period expires. Do users normally print whole documents or mostly just excerpts?

2.8 File Copying Exceptions/Allowances: Under what circumstances should a user be allowed to copy files from one device to another, if any? Or should they only be allowed to migrate (move) a file so that the file can be used on only one device at a time? What is the best to balance the user's requirements for portability (several participants were concerned about this) with the SDOs requirements for copy protection?

3. Next Steps

There was agreement that there should be an attempt to harmonize approaches to DRM across SDOs in the following areas:

a. DRM parameters

There was much discussion about the possibility of attempting to set some baseline or minimal set of DRM parameters so that these would not vary widely across SDOs and resellers.

ANSI was asked to put together a straw man baseline set of parameters, but as a first step Bob Hager has put together a summary to date of parameters that various SDOs have either implemented or plan to implement. Please submit any changes to Bob Hager at bhager@ansi.org.

Regarding a straw man of parameters, the only parameter that is currently consistent across all SDOs is the locking of files to a PC, with various exception scenarios. The next goal might be to continue the discussion on parameters after reviewing the range of choices being made and attempt to expand the parameter harmonization.

The suggestion was made to try and at least define broader ranges of parameters and group them in terms of levels of restrictiveness – i.e., Green Level, Yellow Level, Red Level. It was suggested that perhaps different pricing could be offered depending on level of restrictiveness.

b. Customer communication

It was agreed that it is critical to attempt to develop a consistent communications plan to explain the purpose behind the deployment of DRM and inform the customer of the effort to deploy DRM consistently across all channels. A coordinated effort in this area among SDOs will certainly lessen negative effects that might occur due to perceptions of access to standards being hindered by DRM technology.

After reviewing the communication efforts of various SDOs, ANSI has agreed to coordinate the drafting and dissemination of unified messages on behalf of standards community.

As a starting point, attached for review is API's recent communiqué regarding their DRM deployment.

c. DRM FAQs

It was agreed that an attempt be made to harmonize FAQs used to guide customers through the DRM process. As a starting point for review, FAQs from ANSI and API are referenced/attached.

This may be an extension of the harmonized communication effort. Only portions of FAQ content could be standardized, however, as much of this content is specific to a given technology employed or method of document sales and delivery.

4. Other Items

+ **ANSI** was asked if it might be able to arrange discounts on Adobe Content Server 3.0 or "Gateway Licenses". ANSI agreed to investigate and consider this.

+ At what point should users be included in the DRM discussion?

5. Attachments/Other Information

The following items are referred to in the minutes and attached following these minutes.

a. Draft Meeting Agenda

b. SDO DRM Parameters Survey: This is a summary of DRM parameters according to recent survey of SDOs – please submit any changes to Bob Hager (bhager@ansi.org)

c. ISO CPSG Workshop on DRM – Draft Program: details of the upcoming ISO CPSG DRM Workshop

d. Summary of ANSI DRM Experiences

e. API DRM communiqué

f. API DRM FAQs

g. ANSI DRM FAQs: For the new eSubscriptions product, found at:

http://webstore.ansi.org/ansidocstore/subscriptions/subscriptionhelp.asp?

Survey of planned or implemented DRM technology by US SDOs and resellers

10/15/2003

	API	ASME	AGA	NFPA	CGA	ICC	BHMA	NSF Intl.	MSS	ANSI*	IHS, ILI, Techstreet
File locked to PC to prevent copying?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	(for all parameters, complying with specific SDO's requirements)
Backup locked copy		Built into Adobe Reader 6		Built into Adobe Reader 6	Built into Adobe Reader 6	Built into Adobe Reader 6				Built into Adobe Reader 6	
Move locked copy	Allowed if copy on previous PC is disabled/destroyed. No prints allowed from moved copies.						Allowed if copy on previous PC is disabled/destroyed.	Allowed if copy on previous PC is disabled/destroyed.	Allowed if copy on previous PC is disabled/destroyed.	Adobe Content Server 3.0 allows for registration of up to 4 user devices for use of a single file. This has not yet been deployed.	
Print control	2 prints of whole document allowed.	No restrictions		No restrictions	No restrictions	No restrictions - but did previously restrict.	5 prints of whole document allowed.	5 prints of whole document allowed.	3 prints of whole document allowed.	No restrictions (but end-user license agreement permits only 1)	
Copy/Paste	Not allowed.	Allowed.		50 copies per day	Not allowed.		Not allowed.	Not allowed.	Not allowed.	Allowed.	
File Expiry										Yes - 1 year	
File Open Control										None.	
Visible Watermarking	Yes - specific to customer.						Yes - specific to customer.	Yes - specific to customer.	Yes - specific to customer.	Yes - specific to customer on ESS.	
DRM technology	FileOpen	Adobe Content Server 3.0/Acrobat Reader 6	FileOpen	Adobe Content Server 3.0/Acrobat Reader 6	Adobe Content Server 3.0/Acrobat Reader 6	Adobe Content Server 2.0/PDF Merchant				Adobe Content Server 3.0/Acrobat Reader 6	FileOpen
										*These parameters are for eSubscriptions products only. For by-the-drink sales (ESS), ANSI will comply with parameters requested by specific SDOs	

The protection of copyright in the age of electronic distribution of standards

World Meteorological Organization, WMO Building
7 bis avenue de la Paix, Geneva
Meeting room B - ground floor

INTRODUCTION

The electronic distribution of content is posing new challenges in terms of copyright protection to all organizations interested in the electronic distribution of standards. Today, the Internet has become the most popular and irreplaceable vehicle for distributing content, not only for entertainment and e-mail communication, but increasingly for online commerce. Unfortunately, the Internet is well known as being a threat to copyrighted material for a number of reasons, among which the general notion that anything that is on the Internet is public domain and consequently can be used without permission from the owner/publisher, or because this technology enables people to make as many perfect reproductions of the copyrighted content as needed.

Considering the major importance of revenue derived from the sale of standards and publications for the ISO community, for the standards developing organizations in many countries and for resellers and users alike, the ISO Secretary-General has decided to organize a workshop to discuss all aspects of the protection of copyright in the world's electronic environment. Key aspects to be addressed cover the existing and evolving legal frameworks for the copyright protection of digital content, the assessment of new risks posed by digital distribution to the community of standards developing organizations, the evaluation of technical solutions that can be adopted to protect digital copyright, the identification of an optimal balance between protection (at the technical and legal level), applicability in practice and customer acceptance.

The workshop will offer a unique opportunity for the decision-makers of the concerned parties to review these issues, to develop a harmonized policy and action plan and to actively promote improved coordination among the standards developing organizations in these matters. It will provide a round table where senior representatives of the parties concerned (directors of operations, sales and marketing managers, legal advisers) can interact to review the present situation and highlight the main trends in the sector, identifying key issues to be addressed and defining a shared action plan.

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P R O G R A M M E

30 October 2003

09:15   **Registration**

09:45   Opening address
Mr. Alan Bryden, ISO Secretary-General

10:00   **Session one:** What is the legal background for protecting standards? What are the risks in regard to the legitimity of copyright on standards?

Keynote address:

Mr. Jorgen Blomqvist, Director, Copyright Law Division, WIPO: The existing and evolving legal framework protecting copyright on digital contents:

Ms. Maureen Brodoff, General Counsel, National Fire Protection Association, NFPA,

M. Christophe Lelart, Legal Manager, Association française de normalisation, AFNOR

11:00   Coffee break

11:20   *Mr. Masamichi Niiya,* IPR activities in ITU-T, from the International Telecommunication Union, ITU

Discussion panel

12:30   Lunch break

14:00   **Session two:** What are the new risks associated with the electronic distribution of documents: impact on copyright, impact on revenue? What has electronic distribution changed in regard to the protection of copyright?

M. Alan Maislisch, Manager, IT Strategy and Operations, International Electrotechnical Commission, IEC

Mr. John Pace, Vice President, Publications and Marketing, ASTM International

Mr. Peter Maas, Manager Publishing, Nederlands Normalisatie-instituut, NEN

Mr. Peregrine Rowse, Director, ILI

15:30   Coffee break

15:50   *Mr. Carlo Scollo-Lavizzari,* Legal Counsel, International Publishers Association, IPA

Mr. Ted Shapiro, Vice President and General Counsel - Europe, Motion Picture Association of America, MPAA

Discussion panel

31 October 2003

9:30   **Session three:** Digital Rights Management (DRM): how to protect copyrighted digital content. What are the available technical solutions? What are we prepared to implement and what is the customer prepared to accept?

Mr. Rick Sterling, IT Director, National Fire Protection Association, NFPA,

Mr. *Bob Hager*, Director of Publishing, American National Standards Institute, ANSI

An expert IT analyst to give an overview of DRM solutions and trends.

10:30   Coffee break

Mr. Anthony Belpaire, Chairman of the Board of Directors, Info2clear

Dr. Leonardo Chiariglione, convener JTC 1, SC29, WG 11, MPEG group

Discussion panel

12:30   Lunch break

14:00   **Session four:** How to communicate to the outside world that standards are copyrighted.

One representative of the Business Software Alliance, BSA

A representative from the music or other media industries

Five/six representatives of national standards bodies (NSB) giving a short presentation on their policy:

- *Mr. Lance Novak*, Director, Information and Products, CSA
- *Mr. Howard Paul*, General Manager, SAI,
- *Mr. Motonobu Kuroda*, Deputy Department Manager, Japanese Standards Association, JSA
- *Mr.Goran Maurin*, Production Manager, Swedish Standards Institute, SIS
- *Mr. Christian Loehrs,* (Title) Deutsches Institut für Normung, DIN
- *Mr. Keith Moyes*, (Manager, International Commercial Policy) British Standards Institution, BSI

Discussion panel

15:45   Coffee break

16:10   **Wrap-up session**

Summary of each session presented by the rapporteurs: issues and proposed action plan

Discussion panel and follow -up

17:30   Closure of the workshop

ANSI DRM Experiences 9-29-03

Product deploying DRM – eSubscriptions
- File copy protect – locking to devices (w/backup and migrate, no server ghosting)
- File expiry – after 1 year
- Print and copy to clipboard controlled contractually

   Print and Copy is based on number of pages and instances over days

Technology selected
- Adobe Content Server 3.0 + Adobe Reader 6.0

Production changes
- **Current**: single PDF repository for all channels, one metadata feed
- **Now**: separate repository for subset of PDFs for pre-encryption and separate metadata feed to support ACS.

Challenges
- **Production**
- Workflow adjustments/coordination
- Storage management – size of raw PDF, database, resulting encrypted files
- Non-PDF DRM – zips, etc.
- 3rd party distribution, selling for others

- **Customer relations**
- Reader 6.0 upgrade, install, DRM activation – Oct upgrade promised to simplify process
- Deposit Accounts - Allow for distribution of files by central authority after purchase
- FAQ/Help online in place – extensive, line between Adobe and our CS

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Kathleen C. Combs
Director, Business Services

February 21, 2003

To Our Valued API Standards Users:

The API Standards and Publishing Program is operated on a cost recovery basis, which means that the API Standards Development and Publishing Program is fully dependent upon sales of API standards and technical and research reports. For this reason, I feel it is important to protect API's copyrighted material and prevent the unlawful redistribution of API standards. While the introduction of new delivery and business models has enabled API standards to be acquired and utilized in various ways, providing standards users flexibility and immediate access, these new models open the door for copyright infringement and unauthorized transfer of API standards.

API, through its reseller channels, authorizes the PDF version(s) of its standards to be licensed and installed on one personal computer - the PC from which the purchase was made and the PDF download was originally opened. Additionally, from this PDF electronic version, API authorizes one hardcopy reproduction to be made by the user for backup purposes. These terms and conditions are articulated in the software license agreement included with every API PDF download. To ensure compliance with this license, API has asked its resellers to implement software that essentially "locks" the PDF to your computer.

Unauthorized exchange or transfer of API standards jeopardizes the API standards development program, which is required by API's members to be fully self-supporting. Therefore, API treats the copyright and proper licensing of its intellectual materials very seriously. Should you have any questions about API's copyright policy, please do not hesitate to contact me.

Sincerely,

Kathleen Combs

API Document Locking – FAQ Sheet
PMO Tracking#: N/A
Created: Feb 27, 2003
Modified: Feb 28, 2003
Version: 1.1
Author: Rick Pretzel

Description

FAQ sheet to be used by <u>internal IHS employees</u> to answer customer questions.

Technical Specifications

- Adobe Minimum Requirements: Acrobat or Acrobat Reader version 4.x or later
- Platform/OS Requirements: **WINDOWS ONLY!** Windows 95, 98, 2000 or NT
  - There is a slight possibility this will work on a Macintosh machine, but we've not found any documentation to support this.
- A connection to the Internet is required the first time the file is opened. All subsequent viewings can take place offline.

FAQ

Q: How will this affect my IHS subscription product?
A: The API Document Locking will **NOT** affect IHS subscriptions. The locking applies only to individual API standards purchased from Global Engineering or from the Global web site.

Q: When will locking go into affect?
A: Thursday, February 27, 2003 at 4:00 pm

Q: I'm a purchasing agent who purchases for many different people. Can I forward the document to the end users?
A: Yes, as long as the document has not been opened the file may be forwarded to anyone. The locking technology locks the document to the PC where the file was first **OPENED.** You may forward the delivery email to the end-user, or save the documents to your hard drive without opening it, and then forward it to the end user.

Q: How do I download a document without opening it?
A: Email programs all work differently, but for most you right click on the link, choose the "Save Target As…" option, choose the destination on your PC, and then click "Close" when the download is complete. The saved file may now be sent to the end-user as an attachment.

Q: How do I know if the FileOpen plug-in is installed on my computer?
A: Open Acrobat Reader, click "Help" / "About 3rd Party Plug-Ins". If the plug-in is present, "FileOpen WebPublisher" will be displayed. If the "About 3rd Party Plug-Ins" option is not present, the FileOpen plug-in has not been installed.

Q: The FileOpen plug-in seems to install without any errors, but it does not appear in Help/ About 3rd Party Plug-Ins.
A: One common reason is the user's computer has restrictions on the download settings. The customer should contact their technical Support department. FileOpen currently cannot detect restricted download settings, so no error will be generated, and it will appear the plug-in was installed successfully.

Q: What can I do if my computer crashes?
A: If a user's computer crashes and the hard drive is replaced or the operating system is reinstalled, locked documents will no longer be accessible. Document locking locks documents to computers based on a machine ID associated with the operating system and a hard drive ID. The machine ID is randomly generated at the time the operating system is installed, so it changes when reinstalled. In the event of a system crash, the document(s) should be replaced at no charge.

Q: Can I access my locked documents if I get a new PC (upgrade)?
A: No, locked documents are locked to the PC on which the document was initially loaded. Customer Support should use their best judgment when considering replacing the document. If the documents were purchased recently, I would consider a no charge or discounted replacement.

Q: Can I network locked documents?
A: No, locked documents cannot be networked. If a locked document is stored on a network server or shared file, it will still be accessible by only the first computer on which the document was opened. Global will continue offering network license for API documents, but the files will have to be manually pulled from the O.R. and sent to the customer until an automated network application can be built.

Q: Can I let others access locked documents by storing them in a shared file?
A: No. Storing locked documents in a shared file will not affect the locking technology. The files will be accessible only by the computer on which the documents were first opened. Attempting to share documents in this matter is a copyright violation without a network license.

Q: May I buy an API standard and copy it for use within the company?
A: No. That is a violation of copyright. Documents may be may be shared or loaned but not reproduced in any fashion.

Q: How do I assure myself that this message actually was sent on API's behalf? It tells me that I need to download an executable file.
A: API can verify the message was sent on their behalf, and they vouch for the safety of the FileOpen executable file. For further information, call the API Publications Department at 202/682-8000.

Q: How does this affect documents that I purchased or licensed previously?
A: Documents purchased before 4:00pm, February 27th, 2003 will be unaffected by the FileOpen locking technology; however, all the same copyright laws do apply to those documents.

Q: Will locking technology prevent me from transferring files between multiple computers that only I use, such as work PC, home PC, laptop, etc?
A: Yes. PDF documents are not intended to be purchased once and used on multiple computers. The problem of unlawful transfer of API standards is getting so large; in order to ensure the continued financial viability of the Standards Program and still providing the flexibility of electronic media, API had no choice but to implement this locking technology.

Q: Since there are restrictions on the number of times I can print a locked document, what happens if my printer jams or fails in some way.
A: Contact IHS Customer Support for a replacement file.

2nd Meeting of the ANSI OMF Ad Hoc Working Group on Copyright Protection in the Digital Age
3/2/04

Draft Report

Meeting Held:
March 2, 2004
8 AM – 10 AM
API Office, Washington, D.C.

1. Attendee list attached - reflects in-person and telcon participants.

2. Sharing DRM experiences – table below summarizes status of SDO and reseller DRM deployment based on previous input and input received at the meeting.

DRM Deployment for SDOs and Resellers as of 3/24/04 (incorporates previous matrix and updates at 2nd Meeting)	
Deployed Adobe Content Server 3.0/Reader 6.0	ANSI, ASME*, BHMA**, CGA, ICC, NFPA***, NSF**, MSS** (* Adobe Merchant to ACS migration, ** via ANSI ESS DRM, ***Direct and by ANSI via ACS Gateway)
Deployed FileOpen Web Publisher w/Plug-in	AGA, API, TechStreet, IHS, ILI, USAInfo
No DRM deployed to date – studying options (but most are protecting docs from editing)	ASTM, UL, GEIA, AISA, ASQ, IEEE, ATIS, SIA, INCITS, IAPMO, ADA, TIA

Next Steps:

+ Continue to track deployment of specific rights parameters for each organization.

+ Since there is no standardization on software packages chosen, we must review status and possible deployment of vendor/platform neutral "Rights Expression Languages" (REL). ISO MPEG REL is the first ISO DRM standard. More info:

http://www.msnbc.msn.com/id/4636641

3. Proposed default DRM parameters – The group reviewed ANSI-proposed maximum permissiveness parameter ranges v2.0. Since 2nd meeting, Bob Hager created version 2.5 for review, suggesting single number as permissiveness ceiling. Parameters Working Group (see below) will continue to refine and report back to entire OMF DRM Ad Hoc.

Per Dan Bart, 2 new columns should be included: 1) Vendor solution for each parameter (FileOpen and Adobe Content Server) and, 2) Customer communication approach for each parameter (to be determined by Customer Communications Working Group (see below).

4. Draft DRM customer communications/FAQs - Group reviewed B. Hager's "Draft Input for DRM customer communications, v2.0". Working Group was formed (see below) to take next steps. All agreed critical to coordinate with CFM and GMF users. Group will work on both content and delivery mechanisms (workshops, signage, mailers, etc.).

5. Report on International coordination efforts on DRM – B. Feghali and B. Hager made this report.   Plans for the coordination of U.S. and International DRM deployment are being made in cooperation with ISO CPSG and ITSIG. ISO is taking its cue from U.S., so U.S. SDOs and vendors won't deploy file locking on by-the-drink product until ISO deploys DRM locking.

6.   Working Groups

Following working groups were formed. Chairman Bart needs to assign chair for each group. First working group meetings May 20, 2004 (see below).

DRM Parameters Working Group:
Richard Olsen, UL
John Pace, ASTM
Steve Noth, IHS
Anant Mistry, IHS
Andrew Bank, Techstreet
Kyle Feldmann, ILI
Rick Sterling, NFPA
Bill Tony, ASQ

Customer Communications Working Group
Erin Hogg, ASQ
Jean Paul Emard, ATIS
Steve Noth, IHS
Jerry Walker, IEEE
Sharon Stanford, ADA
Dan Bart, TIA
Susan Hoyler, TIA

Bob Hager to coordinate output from both groups.

7. Next Meetings

May 20, 2004: 2 separate telcon meetings from 1-4 PM for the two working groups.

October 11, 2004: 10 AM – 12 PM meeting of entire OMF DRM Ad Hoc. Report on output of two working groups. Consider inviting customers (CMF, GMF) and perhaps vendors (FileOpen, Adobe) to this meeting.

Additional telcons as needed between May 20 and October 11