

AllVid Content Protection

Discussion

Overview

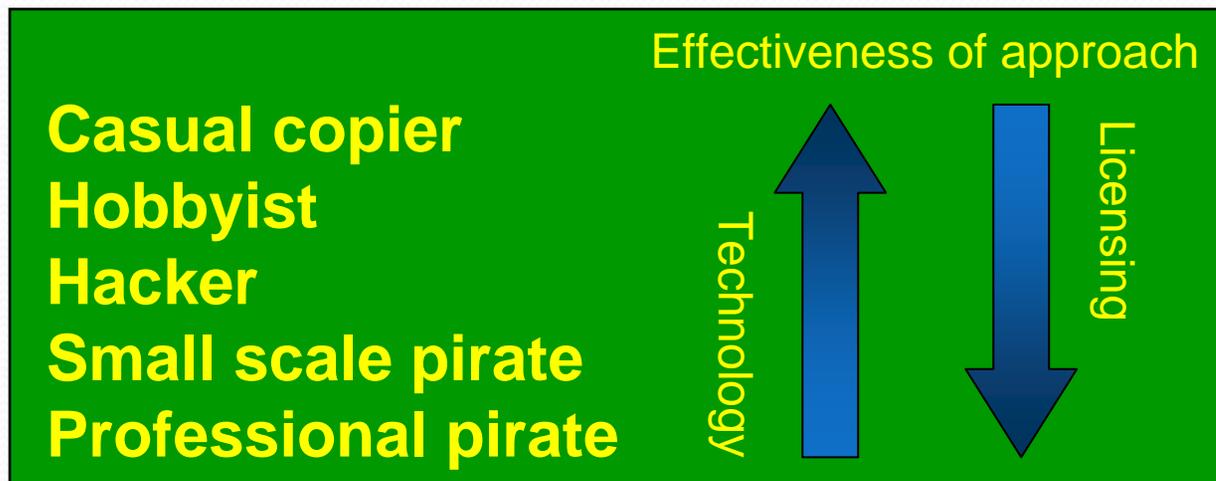
- Protection Goals
- Protection Framework
 - Chain of Licensing
 - Hand-offs between Protection Technologies
 - Achieves Seamless Protection

Protection Goals

- End-to-end protection of content throughout the home network, following protection rules set by the Content Owner or MVPD
 - For linear programming, consistent with the Commission's encoding rules
- Options
 - A single technology used throughout all devices on the network
 - Devices that securely hand off content and rules among different protection systems

Protection Framework

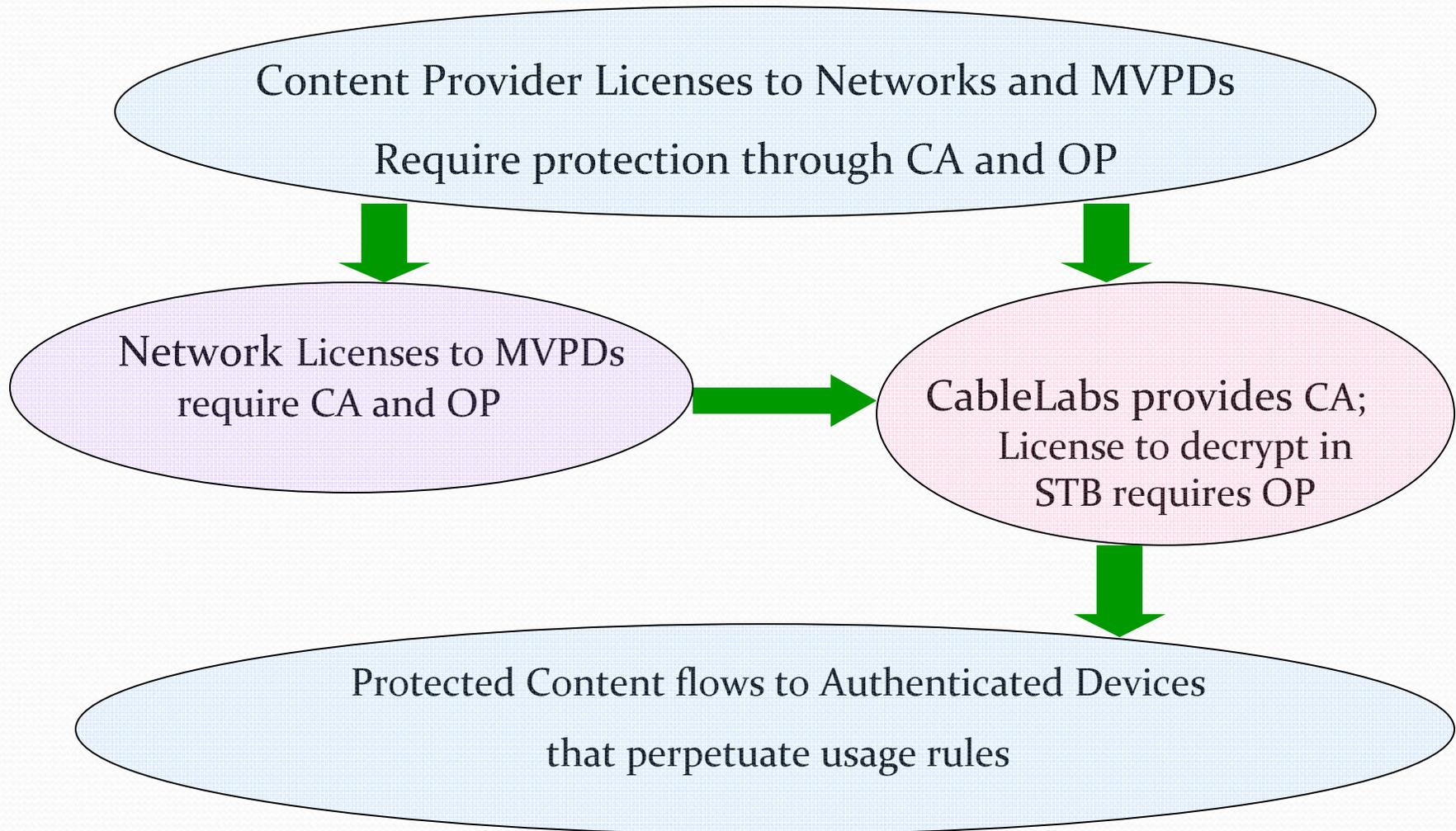
- Technical mechanisms for content protection require an effective licensing structure for enforcement.



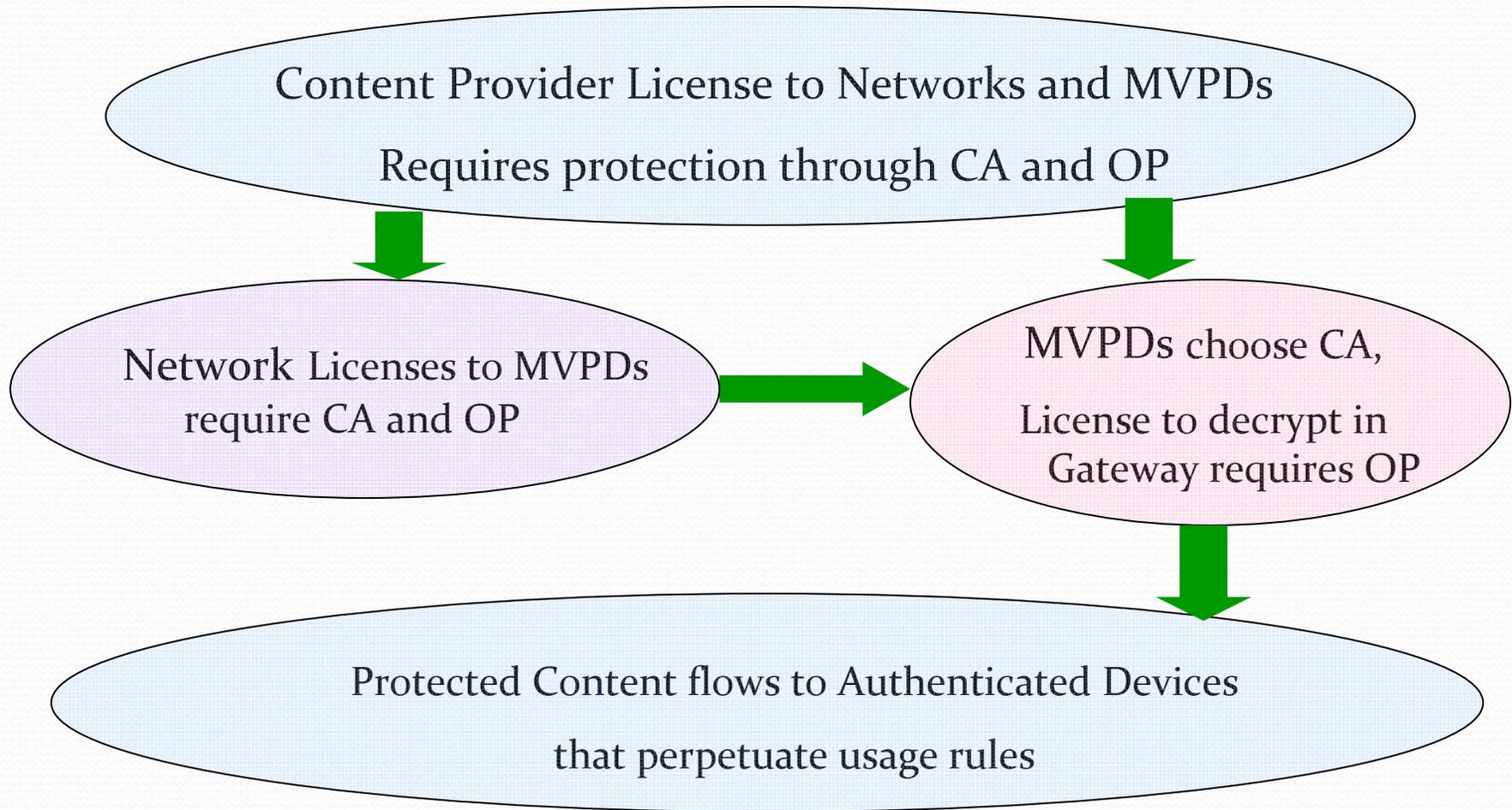
Enforceable License Chain

- Content owners/Networks license uses by MVPDs
 - Require Conditional Access (“CA”) and Output Protection (“OP”)
- MVPDs perpetuate requirements downstream
 - Apply CA
 - License to decrypt CA technology requires OP
- OP technologies
 - Compliance and robustness rules
 - Hand off protected content only to equally protective technologies
- Circumvention actionable under DMCA

Legal Protection Provided Today



Legal Chain of Licensing for AllVid



Example: CableLabs License

2.4 Digital Outputs. Host Device with any digital outputs shall only output content received through the Service, or pass content received through the Service as permitted by this section 2.4.

2.4.4 DTCP-IP. Host Devices may output Controlled Content, and pass Controlled Content to an output in digital form where such output is protected by DTCP-IP. When so outputting or passing such content to a DTCP-IP output, the DTCP Source Function shall map the copy control information (CCI) to the DTCP Encryption Mode Indicator (EMI), DTCP Analog Protection System (APS) signaling, DTCP Image Constraint Token (ICT), and DTCP Encryption Plus Non-assertion (EPN) signaling in accordance with the Specifications. Capitalized terms used in this Section, but not otherwise defined in this Exhibit C or the Agreement, shall have the meaning set forth in the DTCP Specification or the DTCP Adopter Agreement.

Example: DTCP Agreement

4.4 Digital Outputs. Licensed Products may only pass Decrypted DT Data to a digital output as follows:

4.4.1 To DTCP-protected outputs according to the Specification; . . .

4.4.3 To any digital output where the Decrypted DT Data is encoded Copy Freely with the EPN Field unasserted; or

4.4.4 Via other methods that may be approved by DTLA in the future.

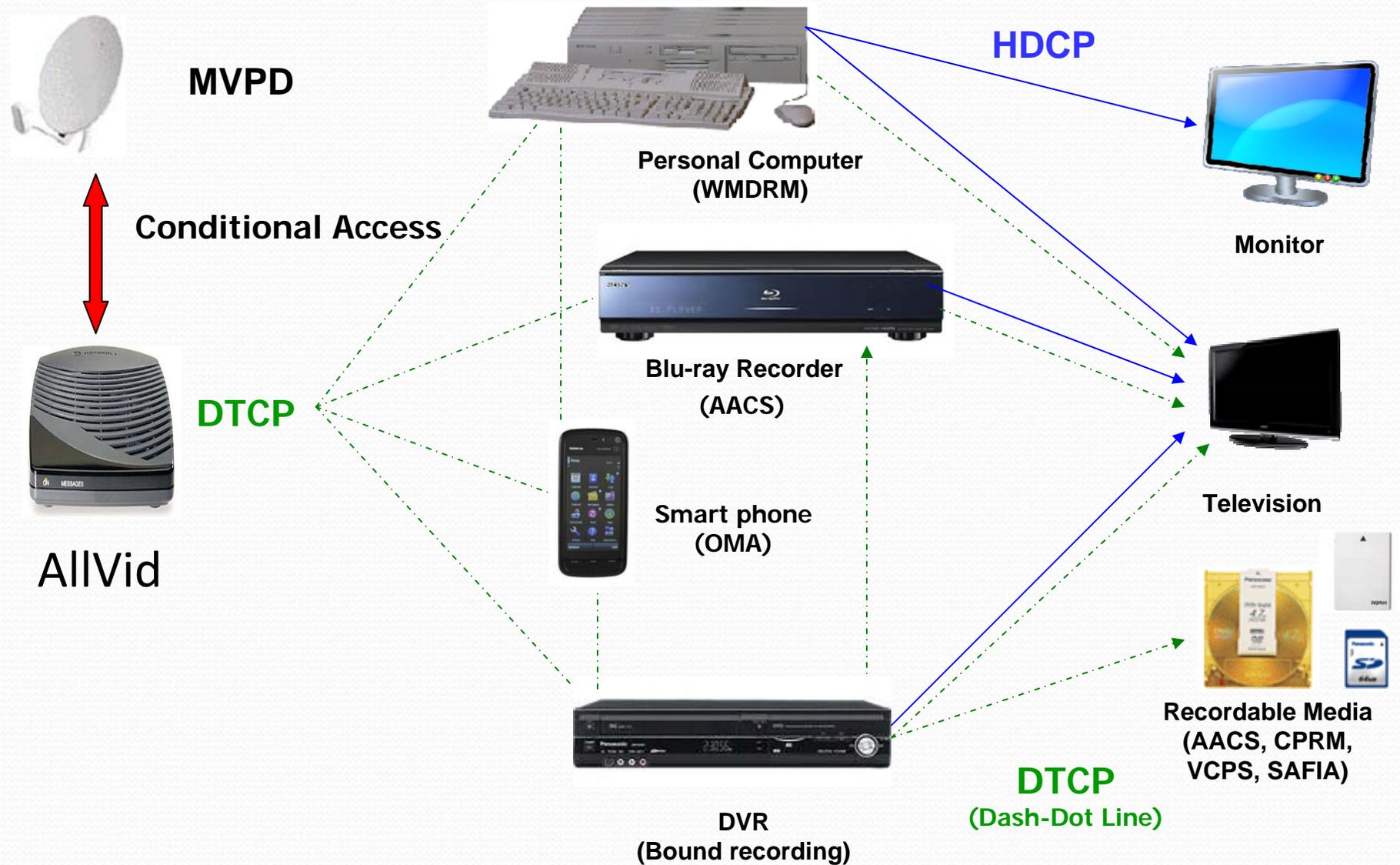
DTCP Example cont'd (2)

- DTLA Objective Criteria used to approve interoperability with other methods
 - Policy focus: Promote interoperability
 - Legal focus:
 - License protections (e.g., compliance and robustness rules) no less stringent than DTCP
 - Revocation/renewability
 - Commitment not to diminish protections in future
 - Legal recourse available for circumvention
 - Technical focus
 - Follow and perpetuate usage rules
 - Evidence of Market support (optional)

DTCP Example cont'd (3)

- Content Participant Agreement
 - Right to object to technology approvals
 - Right to seek revocation
 - Third party beneficiary right of enforcement

End-to-End Protection: Example



AllVid: Integrate the Home Network

