

BIC Battle No2 – DRM vs No-DRM

Andrea D'Orta



Consumer Focus



A multi-screen world

Context driven: Location / Task / Time / Attitude



Smartphone



Laptop/PC



Tablet



Television

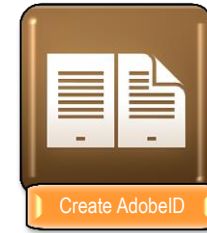
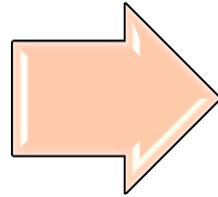


Interoperability

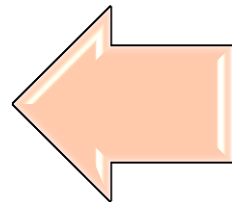
How do I transfer an e-book from Laptop/PC to my Tablet?



Laptop/PC



The DRM way



Tablet

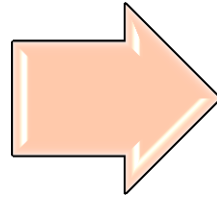
A multi-wall world



How do I transfer an e-book from Laptop/PC to my Tablet?



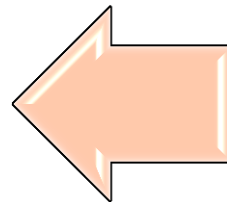
Laptop/PC



Th3 pirat3 way



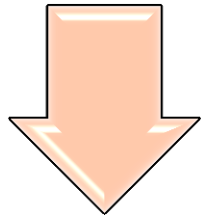
Tablet



How do I transfer an e-book from Laptop/PC to my Tablet?



Laptop/PC



Tablet

The DRM-Free way



But what about piracy?



- Show some respect: trust your customers
- Books are copied anyway regardless DRM
- Commercial pirates: Once a pirate always a pirate
- Meeting demand leads to less piracy: stay on the light side
- Educate and responsabilize: give a sense of ownership



Don't think twice, It's all right...*



- Research on impact of DRM removal on music downloads (Mar 2010)
- 2,000 college students
- Impact on consumers' willingness to pay
- Effects on hard-core pirates
- Welfare effect
- DRM removal + Optimal Price Adjustment = Higher Revenue (+43%)
 - Hard-core pirates converting to paying customer
 - Increase in market participation by low-value customers



DRM-Free: what's in it for consumers?



- Interoperability
- Ease of use
- My collection all in one place and safe
- No “lock-down” on one platform
- Casual sharing
- Better value for money



Thank you