DVB FOSTERS LICENSING PROGRAMME FOR CPCM TECHNOLOGY

Meeting Of CPCM Patent Holders To Be Held On 12 March In Budapest.

Geneva – 25 February 2007 – The DVB Project has announced that it is fostering the formation of a licensing programme covering patents essential to its Content Protection, Copy Management technology (CPCM). The next meeting of holders of CPCM technology is scheduled to occur on Wednesday, 12 March, in Budapest. The Budapest meeting is open to anyone that has a good faith belief that it holds patents essential to the CPCM specification and is willing to consider licensing these patents on fair, reasonable and non-discriminatory terms. The CPCM technical specification was recently finalised and approved by the DVB Steering Board for formal standardisation by ETSI.

An initial meeting of holders was held in Geneva in mid-December. Some 12 companies participated and agreed to have a further meeting to discuss steps that could lead to the formation of a CPCM licensing programme. As part of its effort to foster patent pools covering its specifications, DVB is convening the Budapest meeting of CPCM holders. It is expected however that the patent holders will shortly select a commercial facilitator to take forward the pooling effort.

Participation in any licensing programme that develops from this process will be voluntary and non-exclusive.

Note to editors:
The meeting on CPCM licensing will take place during the morning of 12 March at the Intercontinental Hotel, Budapest, on the fringes of the DVB World conference. For the agenda of the Budapest meeting and further information on the DVB’s effort to foster a CPCM licensing programme, contact DVB’s Legal Director, Carter Eltzroth, at eltzroth@dvb.org. As part of its policy governing the licensing of patents essential to its specifications, the DVB fosters the formation of voluntary licensing programmes. This encouragement of patent pools, and DVB’s policy on intellectual property rights, are described at http://www.dvb.org/membership/ipr_policy/.

Background

DVB-CPCM
DVB-CPCM is a system for Content Protection and Copy Management of commercial digital content delivered to consumer products. CPCM manages content usage from acquisition into the CPCM system until final consumption, or export from the CPCM system, in accordance with the particular usage rules of that content. Possible sources for commercial digital content include broadcast (e.g.,
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cable, satellite, and terrestrial), internet-based services, packaged media, and mobile services, amongst others. CPCM is intended for use in protecting all types of content - audio, video and associated applications and data. CPCM provides specifications to facilitate interoperability of such content by networked consumer devices for both home networking and remote access.

The specification has been finalised and approved by the DVB Steering Board and has been forwarded for formal standardisation by ETSI (European Telecommunications Standards Institute).

The DVB Project
The Digital Video Broadcasting Project (DVB) is an industry-led consortium of over 250 broadcasters, manufacturers, network operators, software developers, regulatory bodies and others in over 35 countries committed to designing global standards for the delivery of digital television and data services. The DVB standards cover all aspects of digital television from transmission through interfacing, conditional access and interactivity for digital video, audio and data. The consortium came together in 1993 to create unity in the march towards global standardisation, interoperability and future proofing.

To date, there are numerous broadcast services using DVB standards. There are hundreds of manufacturers offering DVB compliant equipment, which is already in use around the world. DVB dominates the digital broadcasting world. A host of other services is also on-air with DVB-T, DVB-S and DVB-C including data on the move and high-bandwidth Internet over the air. Further information about DVB can be found at: www.dvb.org, www.mhp.org and www.dvb-h.org.

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