

Prior to

4.3 Photographic work

2012. 10. 18

Takahito lida,
Director of Platform Division,
Dentsu Inc.

@ALAI Kyoto 2012

- **4.2 Private agreements addressing “User-Generated Content”**

Chair: *Judge Peter Charleton*

- **Is the solution collective licensing or is there room for private licensing? *Patrick Gruter, Vice President, Government Relations Europe, The Walt Disney Company***
 - **Implementation of Agreements –content identification systems *Simon Morrison, Copyright Policy & Communications Manager, Google***
 - **Implementation of Digital Rights Permission Code *Takahito Iida, Director, Platform Business Division, DENTSU Inc***
- **Discussion**
 - **Closing**
 - **ALAI General Assembly 17.30 – 1800**

[English](#)

[Español](#)

[Français](#)

@ALAI Dublin 2011

Implementation of Digital Rights Permission Code (DRPC)

July 1st, 2011

**Takahito Iida
Director
Platform Business Division
DENTSU INC.**

My New Project– In My Youth !



My New Project– DRPC for My Content

■ Digital Rights Permission Code (DRPC)

ContentID:VPJP010000000001

FromID:HJPI420100001114

ToID:UJPI010000000000 (any people)

Disclosure class: open permission

Usage purpose class: non for profit permission

Charge model class: free of charge

Sponsor class: does not exist

Territory class: any region

Usage class: Streaming watch only

Playback condition: Watermarked, Permit playlist

Binary expression:

AQAQEDBWUEpQMDEwMDAwMDAwMDAxSEpQSTQyMDEw

MDAwMTExNFVKUEkwMTAwMDAwMDAwMDARAFoUAgAAE

gAIAQEI9IAA_wAA

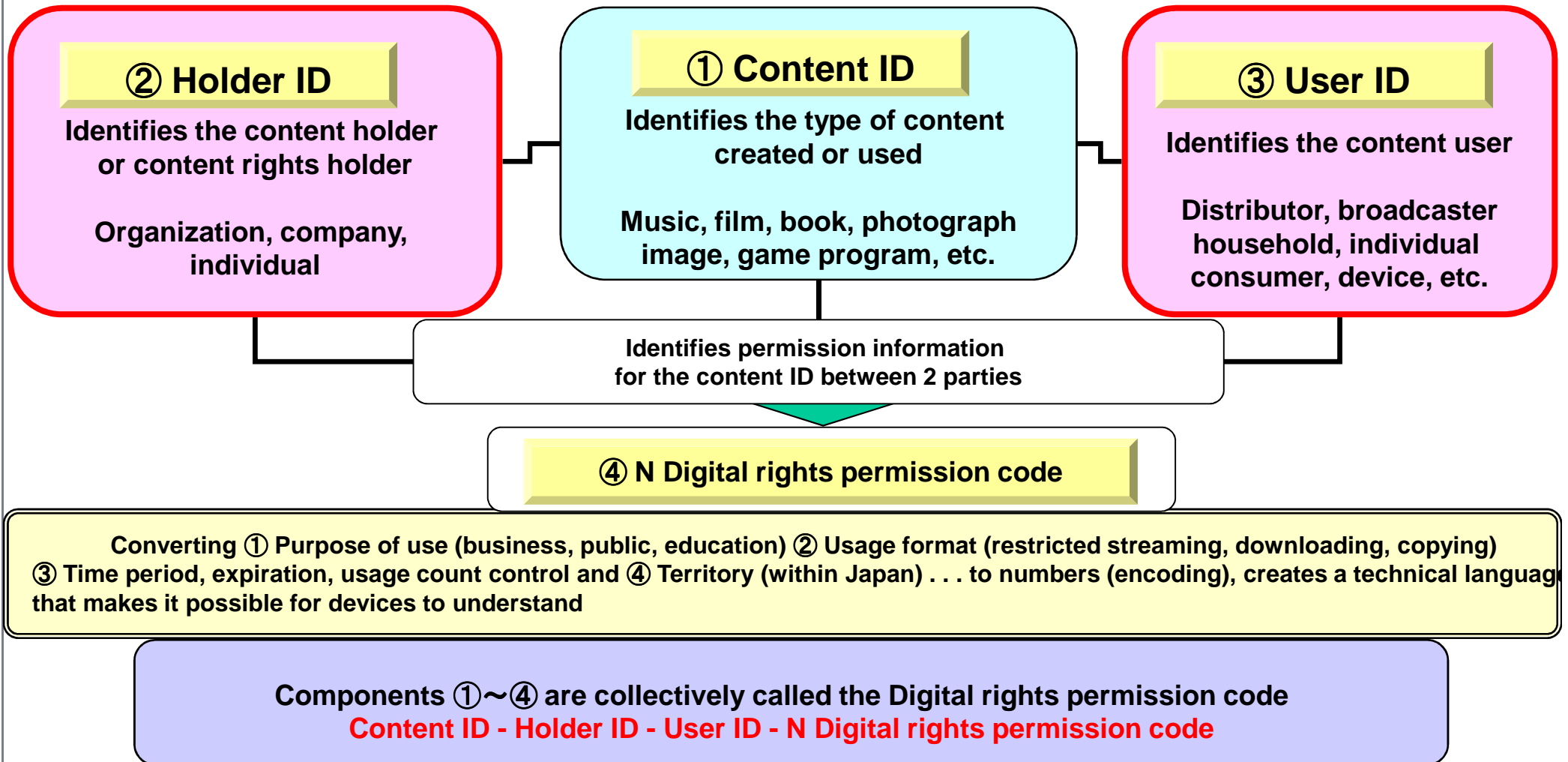
What is a Digital Rights Permission Code?

The four components that comprise Digital Rights Permission Code are shown below,

- Which Content - From Whom to Whom - Under What Terms

- ① Content ID: (identifies the content)
- ② From ID: (identifies the rights holder or permission manager)
- ③ To ID : (identifies the distributor, consumer or device)
- ④ N Digital Rights Permission Code :
(expresses specific, detailed usage permission conditions)

The Four Components of the Digital rights permission code Format: Tagging Rules for the Digital Content Distribution Age



To protect contents legally

Technological Protection

To prohibit infringement of copyright by using a range of digital technology.

Copyright Management Information

- Information which specify copyrighted works, copyright holders, and particulars provided by government ordinance.
- Information of methods and conditions in case of assent to use copyrighted works.
- Information which can specify particulars in a. or b. by other information.

Copyrighted Contents



Legally prohibited

(in WCT 11 copyright law 2.1.21)

- to possess or use equipments and programs to evade technological protection.
- to evade technological protection.



Legally prohibited

(in WCT 11 copyright law 2.1.21)

- to add false copyright management information on purpose.
- to delete or change copyright management information on purpose.
- to distribute copyright works mentioned above.

See you in Kyoto in 2012 .



4.3 Photographic work

2012. 10. 18

Takahito lida,
Director of Platform Division,
Dentsu Inc.

@ALAI Kyoto 2012

JPCA & Dentsu

Introduction of JPCA: The organization which educates the photographic copyrights in Japan

JPCA is an organization which generalizes various photographer organizations to whom Japanese professional photographers belong, and is educating the photographic copyrights to the Japanese camera makers.

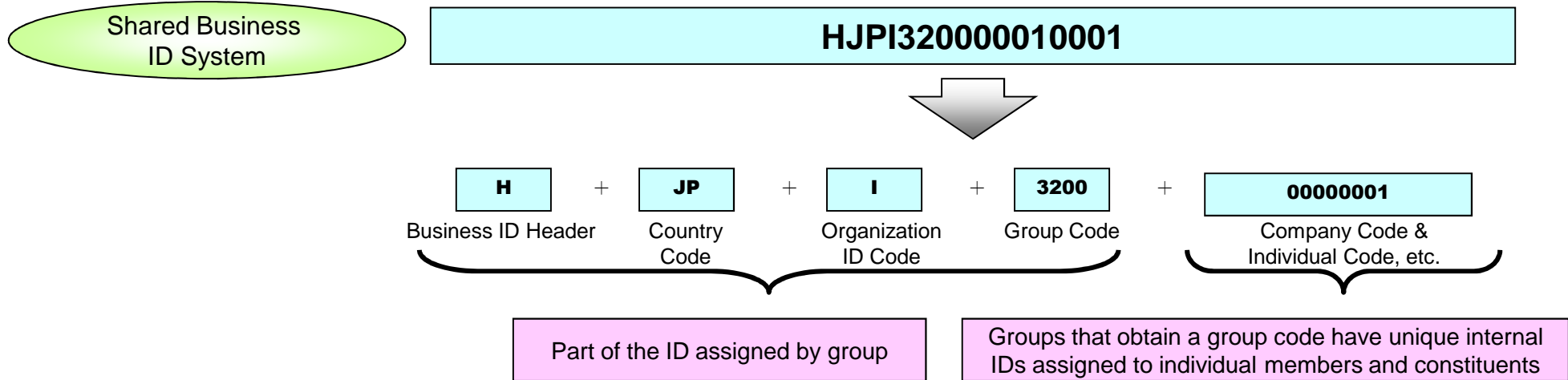
JPCA generalizes 9 organizations and have 26,327 individual members (2011.8.1)

The screenshot shows the JPCA website interface. At the top, there's a navigation bar with links for 'トップページ', 'JPCAのご案内', 'サービスのご案内', and 'FAQ'. Below this, there are three main search categories: '写真家を検索するなら' (Search for photographers), '写真作品を検索するなら' (Search for photographic works), and '教育用に写真を利用するなら' (Search for educational use of photos). Each category has a 'こちらから' (Start here) button. To the right, there's a 'JPCA フォトギャラリー' (JPCA Photo Gallery) section with various photo thumbnails. On the left, there are several utility links and logos, including 'マイページにログイン', '写真家、美術家、グラフィックアーティストの総合検索はこちら' (with APG logo), 'JapaCON', '文化庁実証実験' (with 'バーチャル制作マシナ' logo), and 'JPCA 関連サイト' (with JPCA-Graphica logo). A prominent notice in the center reads: '東北関東大震災 当サイト緊急対応に関するお願い' (Request regarding emergency response to the Great East Japan Earthquake), stating that services are suspended and users should check for updates.

The Japan Professional Photographers Society (JPS)	1,733members
The Japan Advertising Photographers' Association (APA)	1,185members
Japan Photo Culture Association	4,127members
Japan Portrait Photographers Association	79members
Japan Photographers Association	466members
The All-Japan Association of photographic societies	16,145members
Association Japan de la Presse Sportive (AJPS)	167members
Society of Scientific Photography	412members
Japan Nature Scenery Photograph Association	1,500members

FromID and ToID Structures

- The FromID, ToID system for uniquely identifying businesses divides those involved in the distribution of digital content into content holders and content users, and it assigns IDs that can uniquely identify these parties as well as affiliated organizations, companies and individuals.



Business ID Code	Content Holder	Content Holder	H
	Content User	Content User	U
Organization ID Code	Organization	Organization	O
	Company	Company	C
	Individual	Individual	I

- The attributes of the business can be understood from the ID.
- Not only organizations, but also a wide variety of players involved in content distribution, including constituent company members, individual members, etc. can be identified.

CCD ID Model for Inter-Organization ID Numbers Map (2 / 6)

Genre		ID numbering draft (part of organization ID)	Involved organizations	
<Genre 3> Still images	Art	HJP03101	Japan Artists' Association, Inc.	JAAI
	Photography	HJP03200 HJP03201 HJP03202 HJP03203 HJP03204 HJP03205 HJP03206 HJP03207	* Japan Photographic Copyright Association Japan Professional Photographers Society Japan Advertising Photographers' Association Sha-bunkyo The All-Japan Photographic Association of Societies Japan Portrait Photographers' Association Japan Bridal Photograph Society Japan Bridal Photograph Society	JPCA JPS APA AJPAS JPA JBPS
	Graphics	HJP03301 HJP03302 HJP03303 HJP03304 HJP03305 HJP03306	* Japan Arts Copyrights Association Japan Graphic Designers Association Inc. Japan Scientific Arts Association Japan Publication Artist Association The Society of Publishing Arts Tokyo Illustrators Society Japan Children's Book Artists Society	JAGDA JPAL SPA TIS JCBAS
	Comics	HJP03401		

CCD ID Model for Inter-Organization ID Numbers Map (3 / 6)

Genre		ID numbering draft (part of organization ID)	Involved organizations	
<Genre 4> Motion pictures	Producer	HJP04-	Motion Picture Producers Association of Japan, Inc. NHK The National Association of Commercial Broadcasters in Japan Japan Video Software Association	MPPAJI NHK NACBJ JVA
	Production crafts Directors, Cameramen, Lighting, Art, Editing, Script Writers, Recording		All Nippon Producers Association Japan Film Makers Association	ANPA
Association of All Japan TV Program Production Companies			ATP	
The Association of Japanese Animations			AJA	
	* Film Vocational Federation of Japan Directors Guild of Japan Japanese Society of Cinematographers Association of Production Designers in Japan Japanese Cinema and Television Sound Creator's Association Japan Society of Editors Japan Society of Films and TV Scripters Japanese Society of Lighting Directors			

CCD ID Model for Inter-Organization ID Numbers Map (4/6)

		(part of organization ID)	Involvement organizations	
<Genre 5> Performance	Performers	HJP05100 HJP05101 HJP05102 HJP05103	Japan Council of Performers' Organizations Center for Performers' Rights Administration Japan Association of Music Enterprises The Federation of Music Producers Japan	JCPO CPRA JAME FMP
	Musical Performers	HJP05201	Music People's Nest	MPN
	Visual Performers	HJP05301	Performers' Rights Entrustment	PRE
	Voice Performers	HJP05401	Japan Audio Producers' Association	JAPA
<Genre 6> Media, Advertising	Newspapers	HJP061-	The Japan Newspaper Publisher & Editors Association	
	Books, Magazines	HJP062- HJP063-	Japan Book Publishers Association Japan Magazine Publishers Association	JBPA
	Broadcasting		NHK The National Association of Commercial Broadcasters in Japan Japan Cable and Telecommunications Association Eiseihoso Kyokai	NHK NACBJ
	Advertising	HJP06401 HJP06402 HJP06403 HJP06404	Japan Advertisers Association INC. Japan Advertising Agencies Association Japan Advertising Federation Japan Magazine Advertising Association	

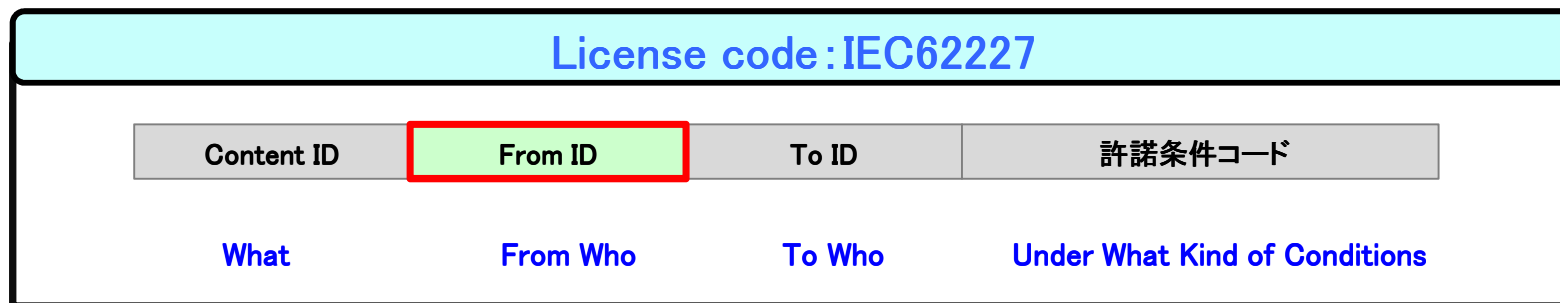
CCD ID Model for Inter-Organization ID Numbers Map (6 / 6)

Genre		ID numbering draft (part of organization ID)	Involved organizations	
<Genre 7> Production technology/ support	General (Music/Visual)	HJP07101	Japan Post Production Association	JPPA
	Music	HJP07201 HJP07202	Japan Association of Professional Recording Studios Japan Association of Recording Engineers	JAPRS JAREC
	Performance support		Music Enterprise Federation Manekyo	MEF
<Genre 8> Program	General	HJP08-	Association of Copyright for Computer Software Digital Content Association of Japan Association of Media in Digital Database Promotion Center, Japan	ACCS DCAJ AMD
	Games		Computer Entertainment Supplier's Association	CESA
	Publishing		Japan Electronic Publishing Association The Japan Federation of Printing Industries	JEPA JFPI
	Music		Association of Musical Electronics Industry	AMEI
	Technology standards		Japan Electronics and Information Technology Industries Association CDs 21 Solutions	JEITA

What is the Universal Standard, which Dentsu & JPCA advocates?

Dentsu advocates the universal standard「IEC62227: Digital Rights Permission Code (DRPC)」

Dentsu defined “DRPC; Digital Rights Permission Code (IEC62227)” as an international standard, a technology can be represented digital contents by system codes such as “who holds the copyright” and “how it is allowed to be distributed”. In addition, Dentsu holds the intellectual property patent in 14 countries in the world.



JPCA employs an international standard DRPC right ID

“Japan Photographic Copyright Association (JPCA)” provides “Photo copyright holder ID” to identify photo copyright holders, and manages the information in the copyright holders database. On JPCA website, the professional photographer database is open for search.

■ Sample: Copyright Holder ID

Taichi Seo	HJPI320100000865	Japan Photographers Association
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■ ID System

HJPI320100000865

CCD inter-organization Code

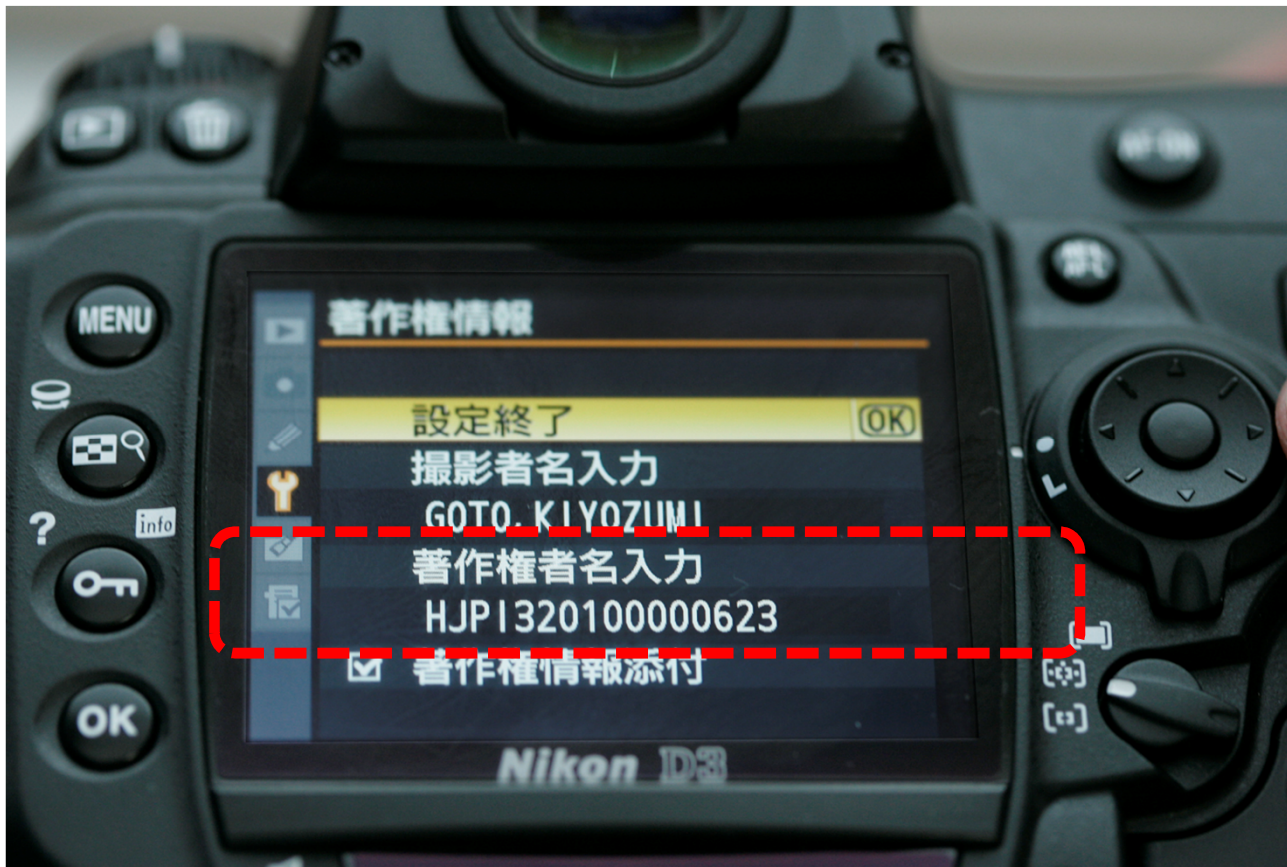
Number within institutes

3201 is a code for Japan Photographers Association

Background: The "copyright information" metadata was set to the EXIF format

By the contribution of JPS (Japan Photographers Society), CIPA (Camera & Imaging products Association) enacted the metadata system "EXIF format" and set "copyright information" metadata in it.(2008-)

* JPS is a subsidiary organization of JPCA



Nikon D3



CANON EOS 50D・EOS 5D Mark II



PENTAX K-7

Expanding Photo Distribution Market under Cloud-environment

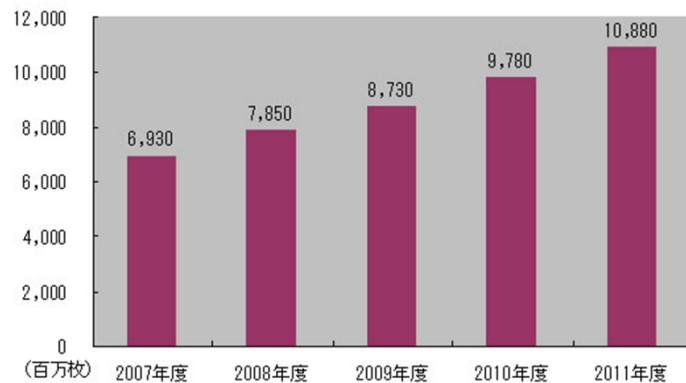
Explosive Expansion of the Digital Photo Market

The spread of digital camera, high-performance mobile phone camera, and smart phone.
The number of digital photo users has been explosively growing.



Through the spread of digital cameras,
high-end performance cameras
have become a mainstream.

Smart phones have higher quality screen
and a variety of editing and sharing functions
are featured.



The total output of
digital photos counts
10 billions per year

“A Results of a Survey on Digital Photo Printer” Yano Economics Research Institute, June 2008

Vast Photo Content Shared in the Outspreading SNS Market

Photo Market on SNS



On Flickr, a pioneer in online photo sharing service, six billion photos were uploaded.

Instagram gained 40 million users within a year and half



"Instagram", can process photos to look sophisticated easily. Facebook acquired it in 2012. On SNS, sharing photos have become a killer content in communication.



Google+ Picasa Web ALBUM

SNS provided by Google also integrated with Picasa, photo library system.

B2B Market/ Camera Market

Rise of Stock Photo Market



80 Million Images

Sales in 2011 was about 80 billion yen



Cooperated Network Functions are Also Equipped



Rise of Wi-Fi connected camera (LAN wireless), allows users to enjoy connecting networks.

Wi-Fi対応スリムタッチパネルモデル Android OS搭載のスマートフォン
タブレット端末※1へ

IXY 420F



- 1 アドホックモード (カメラと端末1対1) で接続します。
- 2 アクセスポイント経由 (インフラストラクチャーモード) で接続します。

Along the spread of smart phones and SNS, online shared photos have been explosively increasing.



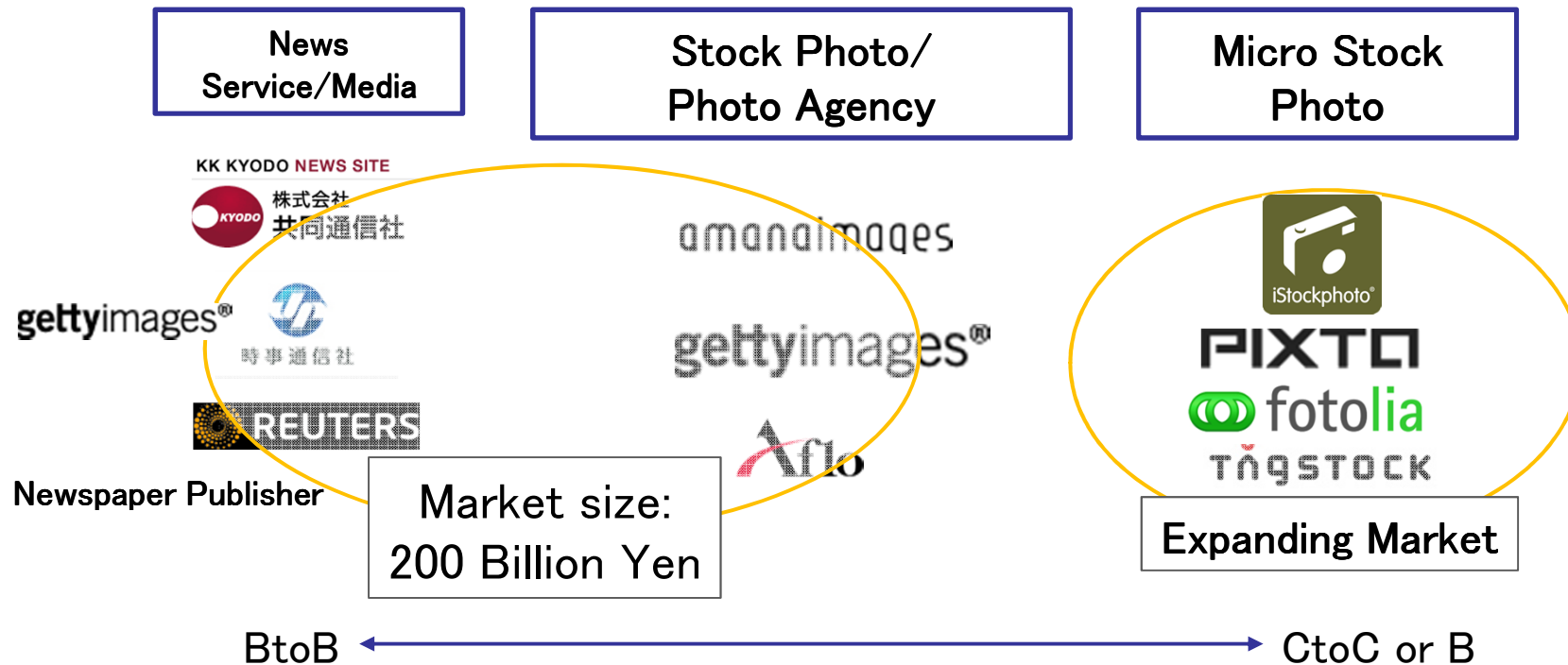
Era of light camera users



Extremely high possibility on expanding the photo distribution market

Expansion on Photo Sales Market, from B2B to B2C/C2C Market

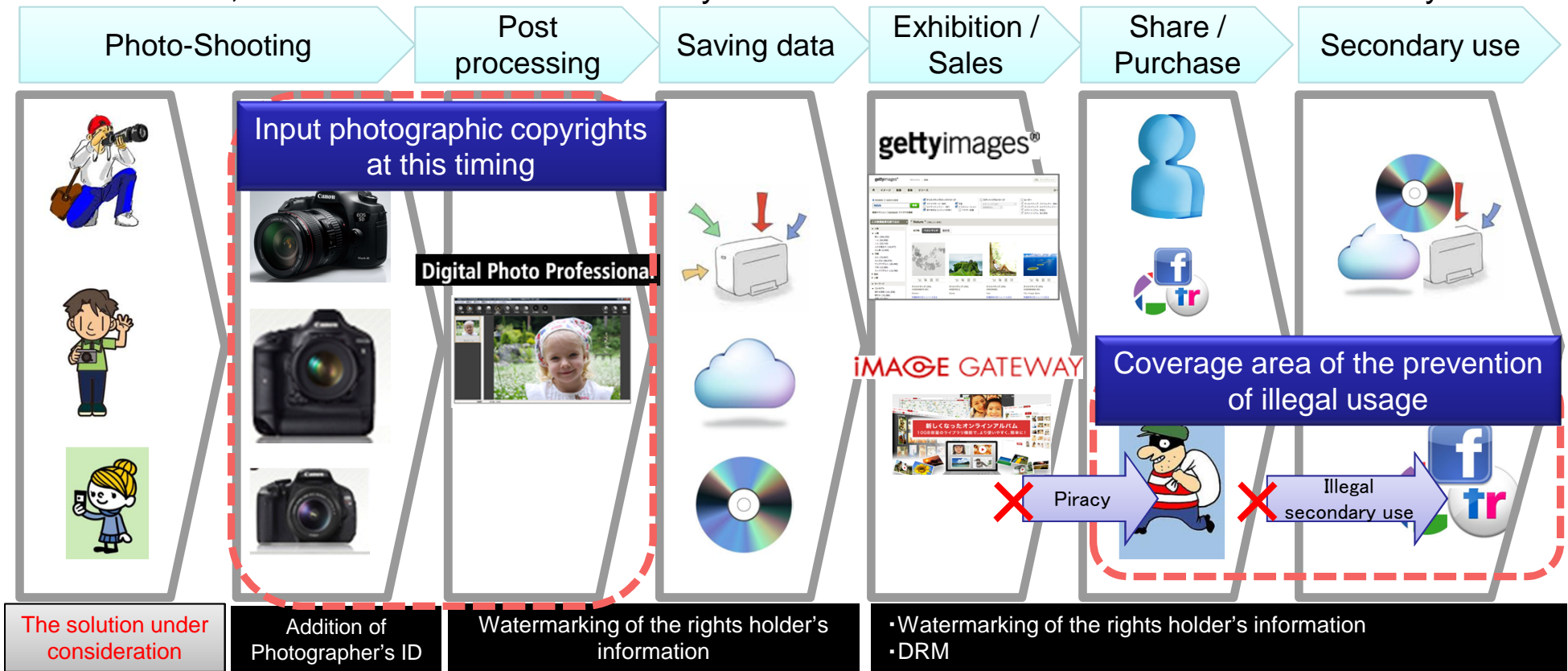
- Photo sales business, which started from “Photo sales from professional photographers to companies” and “lease photo”, has become digitalized. Along the spread of network infrastructure, the shape of the business has changed to “stock photo”.
- Photo images are easily tradable as global contents.
 - The market size of photo stock has grown to 200 billion yen in the world.
- In addition, “Micro Stock Photo” market has emerged, photos are tradable among individuals, and the trading volume has been expanding.



The concept of distribution flow of the photographic copyrights information

In order to protect photographer's copyrights, it is important to distribute copyright information since a photograph is taken.

To realize this, an on-line service is necessary which connects cameras to the internet directly.



A service model, such as the addition of photographer's, watermarking of rights holder's information to the photograph, or illegal copy preventive measure is important for high-amateur photographers to sell or exhibit their own photograph in comfort.

Proposal

Global ID Platform (For Professional first / Regular Users Second)

Intention to expand digital content distribution market by accumulating professional information firstly
And
reaching out
the increasing high-amateurs and regular users secondly.

Proposal to ALAI

<Proposal>

Define levelized and verticalized shared IDs for global digital content distribution

1 Implement registry management for rights organizations using shared global IDs

1-1 Create 4-digit rights holder genres and group by genre

- 1000 Literature, scripts
- 2000 Music
- 3000 Art, photography, graphic design, manga
- 4000 Film production
- 5000 Performance
- 6000 Media, news, broadcasting
- 7000 Technical support
- 8000 Programming

1-2 Differentiate organizations, companies and individuals

- O Organization
- C Company
- I Individual

Proposal to ALAI

1-3 Create shared IDs that levelize and bridge cultures



Japanese art, photography & graphic design rights organizations

HJPO3100



French art, photography & graphic design rights organizations

HFRO3100

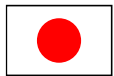


American art, photography & graphic design rights organizations

HFUSO3100

1-4 Verticalize and integrate domestically

Japanese domestic ID management system



Rights organizations:

HJPO3100

Member companies:

HJPC3100XXXXXXXXXX

Individual rights holders:

HJPI3100YYYYYYYYYY

French domestic ID management system



Rights organizations:

HFRO3100

Member companies:

HFRC3100XXXXXXXXXX

Individual rights holders:

HFRI3100YYYYYYYYYY

American domestic ID management system



Rights organizations:

HUSO3100

Member companies:

HUSC3100XXXXXXXXXX

Individual rights holders:

HUSI3100YYYYYYYYYY

Proposal to ALAI

2 Implement artwork information management for various content using global shared IDs

● Differentiate content by genre and group by genre

T	Text	+	P (Program)	TP	
S	Sound	+	M (Music)		SM
I	Images	+	P (Program)	IP	
V	Visual	+	F (Film)	VF	
P	Programming	+	G (Game)		PG

● Add country where the content was produced

IP,SM,VP + Country code

Ex) SMJP  SMUS  SMFR 

IPJP  VFJP  PGJP  VFUS  VFFR 

Proposal to ALAI

3 Standardize permission information

-1 N (Narrow) digital rights permission code structure: The N digital rights permission code is composed of class and restriction components and allows the flexibility to encode permission agreements and permission terms.

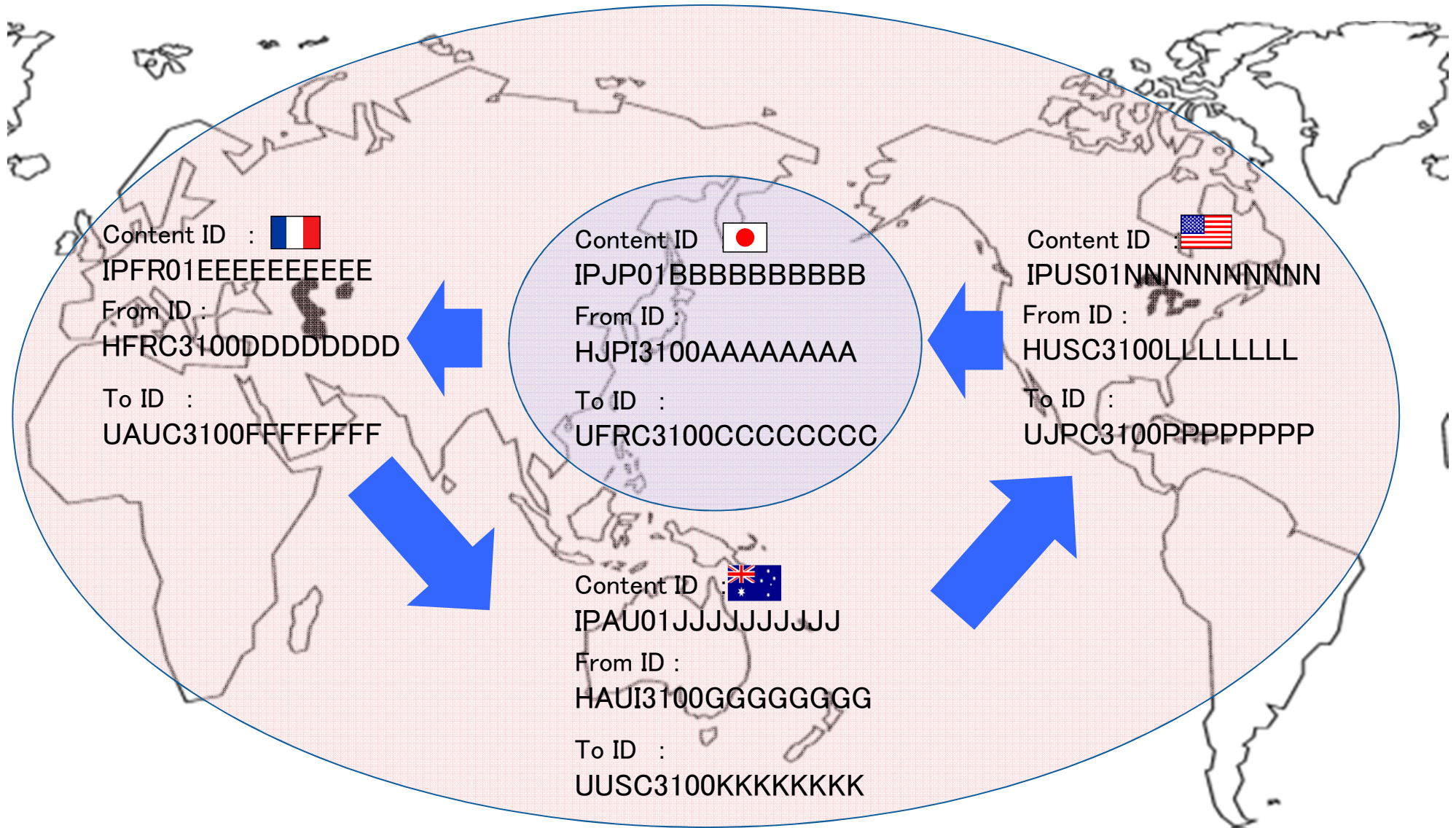
- 1 Class (Required))

<Disclosure Class>		
<Open Permission>	<Closed Permission>	
<Purpose Class>		
<Business Permission>	<Public Permission>	<Education Permission>
<Accounting Class>	Yes	No
<Sponsor Class>	Yes	No
<Usage Class>		
<Exclusive Permission>		
<Broadcast Permission>		
<Streaming Permission>		
<Physical Rental>		
<Owner Permission> Includes lifetime limit, recording media limit, and other components		
	Recording media limit component	No (= Free) Yes
<Download Permission>		
	Lifetime limit component	No (= Free) Yes
		Number of playbacks
		Playback expiration
		Playback period
<Secondary Usage Permission>		
<Move>		
	Lifetime limit, recording media limit components	
<Copy>		
	1 Lifetime limit, recording media limit components	
	2 ~	
<Territory Class>		
	Japan	China Korea . . .

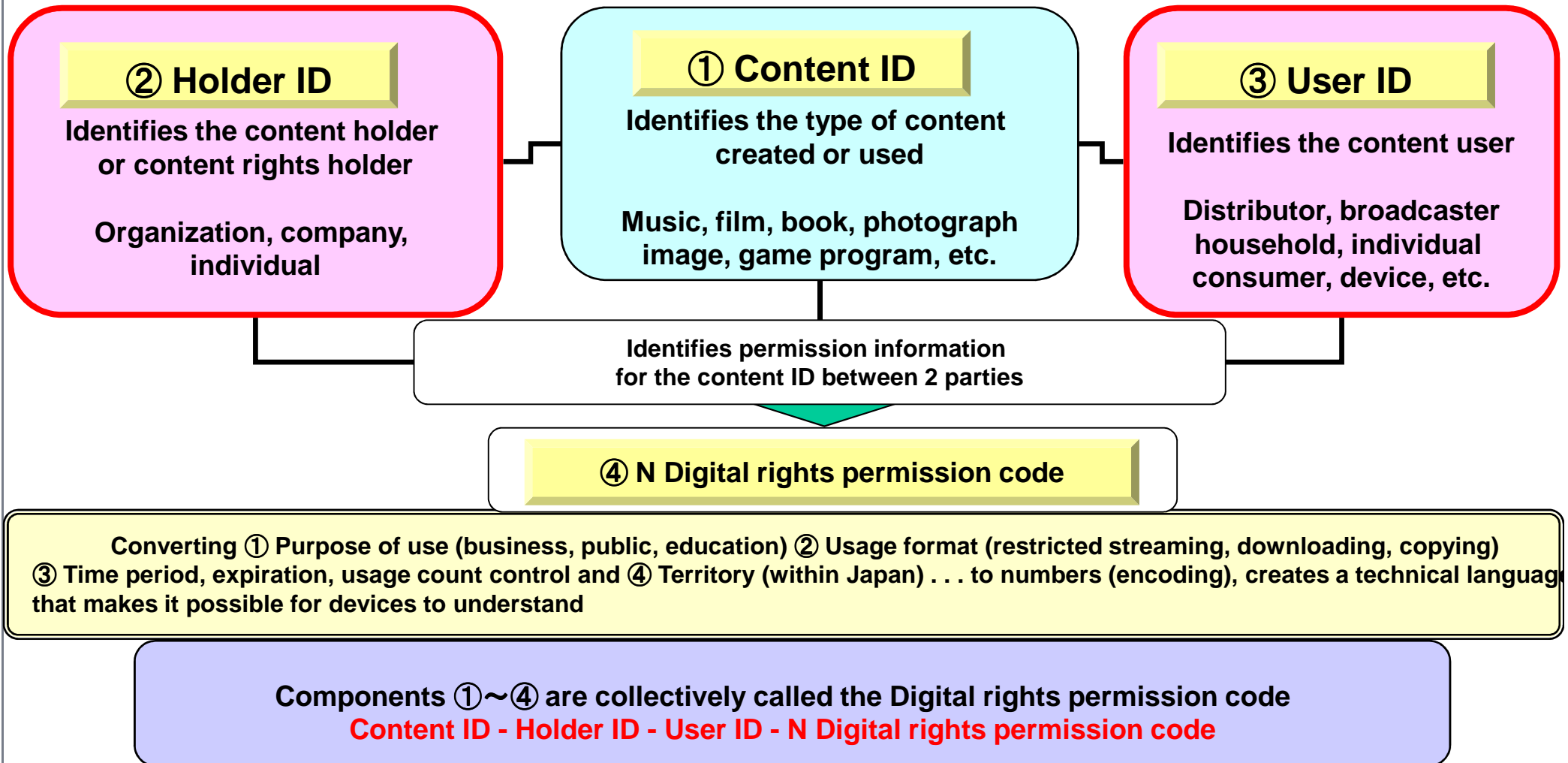
- 2 Limit Components (Optional))

<Recording Media Limit Component>			
	No (= Free)	Yes	
		CD	
		MD	
		HDD (including PC, STB and mobile)	
		DVD	
		SD card	
		Memory stick	
<Quality & Compression Format Specification>			
<Bit rate Limit Component>			
<Lifetime (Life Control) Limit Component>			
	No (= Free)	Yes	
		Count limit	
		Time period limit	
		Expiration limit	
<Security Limit Component>			
	<Electronic Transparency>	<DRM Specification>	<Encryption Method>
<Transmission Path Limit Component>			
	No (= Free)	Yes	
	Yes	Conventional TV	CATV Internet Wireless
<Final Capture Location Limit Component>			
	No (= Free)	Yes	
	Yes	Home Shopping	PC Mobile

Global & Legal / Digital Content Distribution



The Four Components of the Digital rights permission code Format: Tagging Rules for the Digital Content Distribution Age



To protect contents legally

Technological Protection

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Copyright Management Information

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- to delete or change copyright management information on purpose.
- to distribute copyright works mentioned above.

Thank you for your attention.

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