

Secure Digital Container Brings Seamless DRM to Multimedia Experience



SDC's Media Player can be branded by the operator, such as these versions for Rogers, Hutch, O2, Telstra, and T-Mobile.

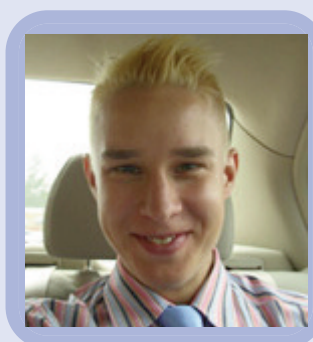
Mobile music subscription is set to rocket up the consumer charts in 2007, but it cannot do so without a great digital rights management (DRM) application to support it. That great DRM package must protect the intellectual property rights of the music content providers while also maximizing the multimedia experience for the consumer. The SDC Media Player from Secure Digital Container AG is an example of just such an application. It provides, among many other features, the ability to progressively download music, so that consumers can listen to the music while it is being downloaded. There are versions of the application to support S60 3rd Edition devices as well as S60 2nd Edition devices, Java™ client devices, and the consumer's desktop PC. The Nokia 3250 music phone's special buttons for music play are also supported.

"The new security model in the S60 3rd Edition has brought increased security to our DRM solution." -- Vesa Tiihonen, Head of Symbian Development, SDC

From the consumer's perspective, the application provides music and video downloading and playback, online shopping, media management, and cross-platform synchronization. The synchronization allows the consumer to move and mix music between platforms, and within the boundaries of the DRM rules. It supports music files protected with SDC's own DRM format and Windows DRM. It also supports all audio formats not protected by DRM that are supported natively by the client device, such as MP3, MPEG-4 (MP4), Windows Media Audio (WMA), and 3GPP. From the operator's perspective, the application can be fully branded using an XML-based UI component library. It is also part of a complete offering, including the client application, DWS ADORA content management on the server side, and a Web shop and mobile browsing shop on the shop side.

sdc ag

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"With our biggest international operator customers, it has been crucial for a successful service roll-out for us to gain early access to S60 devices," says Vesa Tiihonen, Head of Symbian Development at SDC.

Looking ahead:

As 2007 progresses, Tiihonen says that SDC offerings are expanding in multiple directions. "We are looking into rolling out subscription-based all-you-can-eat mobile media models for both music and video across all continents in the coming year," he says. "We want to expand our supported devices portfolio by about one-third over the 100 devices that we support today, and we are looking at new service roll-outs in North America, South America, and China, among other locations. Our goal is to provide one application and DRM from which come various services."

Forum Nokia Pro Success Story

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“The DRM content protection scheme is very flexible, allowing the content to be bound to the consumer’s device, customer account subscription, or even a combination of the two,” says Vesa Tiihonen, Head of Symbian Development at SDC. He notes that the application offers several new capabilities, including:

- Artist cover images during local playback, even during a progressive download.
- Superdistribution of SDC protected music between any number of mobile devices. SDC superdistribution allows the second device to playback the track for 30 seconds (or other time limit determined by the music labels) without going online. After the user decides to purchase the track, the phone goes online to fetch a suitable license.
- Subscription/rental models where the user is able to rent music that will stop playing as soon as the subscription expires. In order to listen again to the music, the subscription has to be renewed. Once the subscription license is stored on the phone, all music tracks will start to play again. The application, in fact, supports a wide variety of billing models.
- It includes an advanced subscription metering that allows service providers to accurately report the number of offline playbacks of a specific media file back to the copyright holder, which is a compulsory condition required by the record industry to allow copyrighted full-track music files to be distributed via a subscription model.

Early successes in operator adoption

Although the mobile music subscription market is still in its infancy, SDC has already become very popular among operators. “Our current customers include Vodafone D2; T-Mobile in Germany, the U.K. and the Czech Republic; O2 in the U.K. and Ireland; 3 in the U.K.; SFR in France; Amena in Spain; TELUS and Rogers in Canada; Telstra in Australia; and Hutch in India,” says Tiihonen. “The application at TELUS was the first mobile music subscription service in North America.”

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--Vesa Tiihonen

Importance of S60 3rd Edition

Tiihonen thinks the wide availability of S60 3rd Edition devices accelerates the adoption of mobile music services. “The improved performance, multiple screen resolution support, and increased security of the S60 3rd Edition platform further extends the technical flexibility of the SDC Media Player,” says Tiihonen. “The new security model in the S60 3rd Edition has brought increased security to our DRM solution. It secures the weakest link thus far, which has been public access to application data files. This is an especially sensitive issue for security-based solutions such as DRM applications.”

How Forum Nokia PRO helps SDC

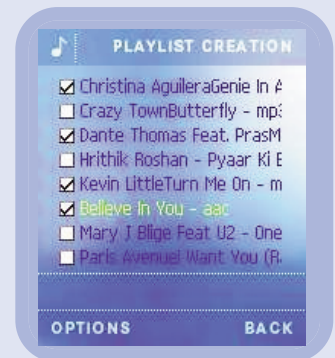
Forum Nokia PRO has also been instrumental in helping SDC stay on the cutting edge, according to Tiihonen. “With our biggest international operator customers, it has been crucial for a successful service rollout for us to gain early access to S60 devices,” he says. “With the release of Symbian OS v9-based devices, SDC’s adaptation efforts to comply with the changed Symbian Signed tests were significantly reduced by Forum Nokia PRO’s offering of up to five free Symbian Signed application testing rounds. To help us cope with the wide variation of hardware and software capabilities across all of the S60 devices, Forum Nokia PRO has provided a fast track to the solving of critical cross-platform differences through its inexpensive and high-quality technical support service.”

Forum Nokia PRO has also lent marketing support to SDC’s efforts to promote the SDC Media Player. “Forum Nokia PRO has significantly improved our exposure to and interaction with the S60 communities and customers that are at the front lines of technical innovations,” says Tiihonen. “This has included attendance at several invitation-only events, such as the S60 Summit, the Forum Nokia Tech Days, and developer productivity focus groups.”

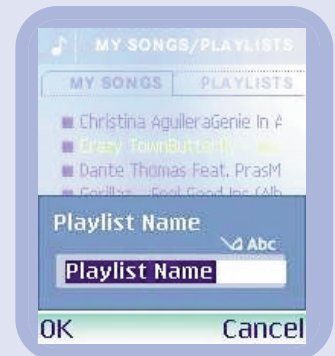
For more information, go to:

www.nokia.com/developer

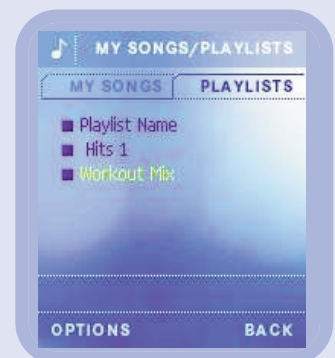
SDC Media Player has a lightweight and intuitive playlist management facility:



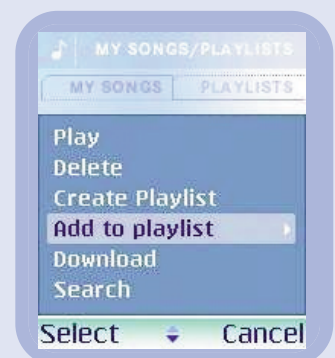
Create



Save



Manage



...and maintain.



NOKIA