Business & Standards in Digital Cinema

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Why Standards

- Users: standards bring confidence to equipment investments.

- Manufacturers: standards bring confidence that products reach a wide customer base.

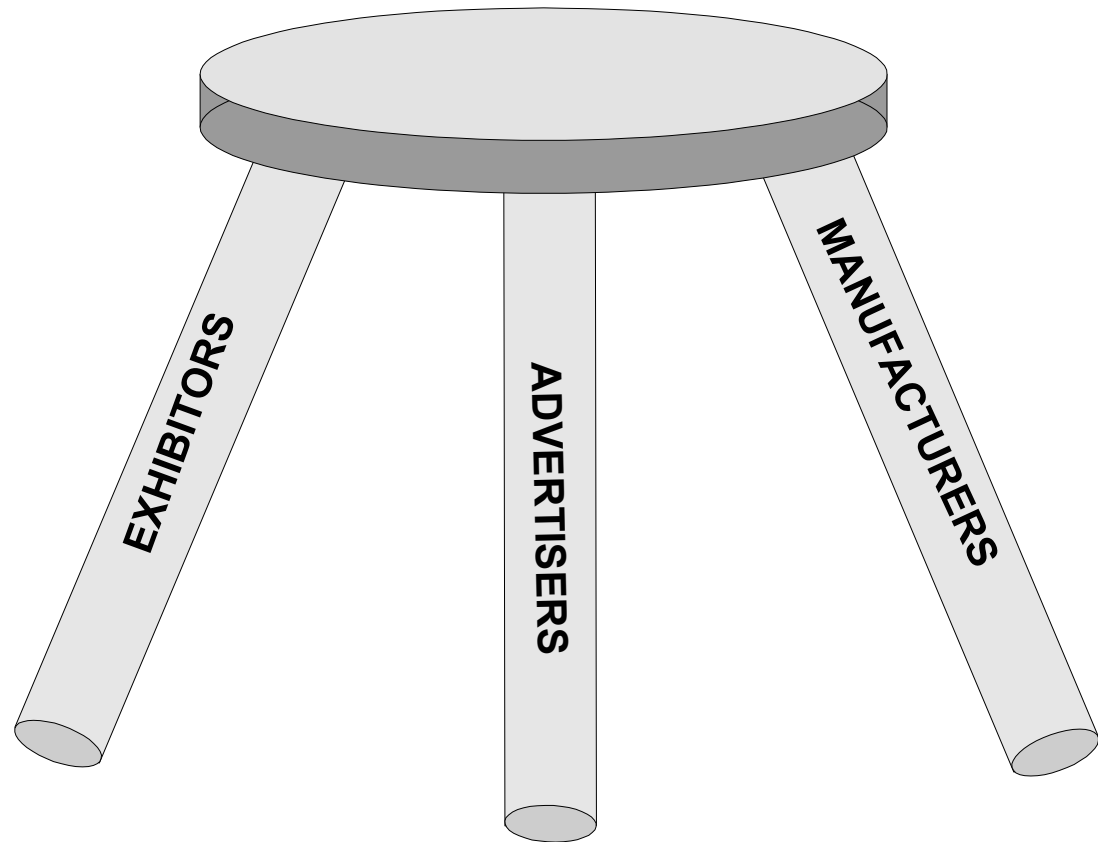- But standards alone do not create a market – business requirements must be met.

3 Ways to Failure

- Proprietary end-to-end solutions.

- Private interoperability.

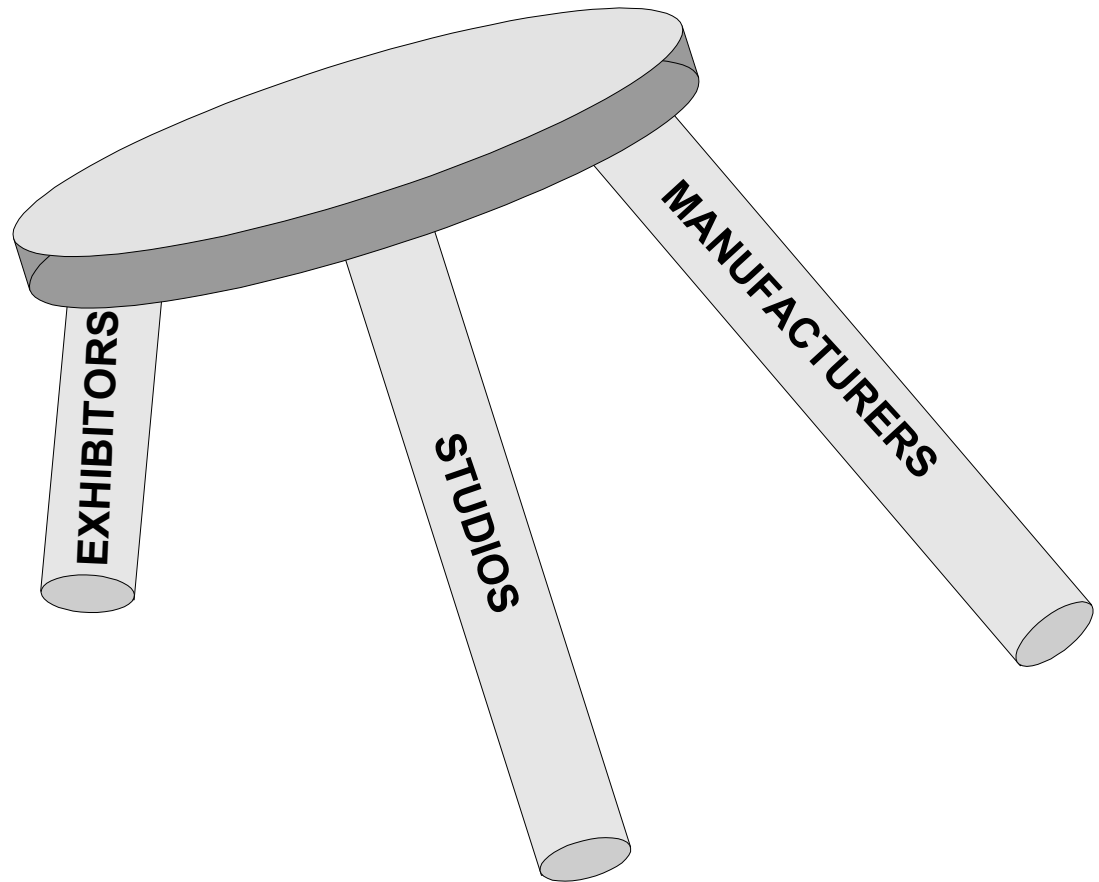- Not understanding the market.

Business requirements come first

Why Advertising is Booming

- A balanced equation

EXHIBITORS

ADVERTISERS

MANUFACTURERS

The Digital Cinema Challenge

- An unbalanced equation

Security in Digital Cinema

- Security is the art of abstracting trust, removing it from the hands of those not trusted, and placing it in the hands of those who are trusted.

- In today's business environment, the exhibitor is trusted with valued content.

- The encryption of content and handling of keys can work with the trust relationship that exists.

Security: Implementation Issues

- Implementations in discussion today do not work within the business trust relationship.

- Major issues:

  - Digital Rights Management applied to the movie rental agreement – not conducive to the manner of doing business.

  - Forced sharing of business data that the exhibitor may not wish to divulge .

Moving Forward

- Business requirements are the foundation for standards.

- Exhibitors are not shy of moving forward with good opportunities, as in advertising.

- What's missing is a good business model for digital cinema.

Thank you

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