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.
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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