

For Immediate Release

NMRC DRM 'SCORECARD' HIGHLIGHTS POTENTIAL FOR BUILDING BRIDGES

Sparring Factions Can Find Common Ground in DRM Debate

WASHINGTON, D.C., September 15, 2003 – A new report released today by the New Millennium Research Council (NMRC) finds that private sector efforts being made by the content industry in the area of Digital Rights Management (DRM) are much more well-received by the software, technology, Internet service provider, and consumer factions than efforts being made in the court or in Congress. The report also finds that market-driven solutions are being developed faster than judicial or legal actions toward implementing DRM technologies. The private sector is fueling the DRM market on its own.

The NMRC's "scorecard" of stakeholders and their views regarding public policy solutions to DRM controversies highlights common ground among factions and the opportunity for bridge building. The report, ***Digital Rights Management: A Balanced Scorecard Of Stakeholder Views***, provides readers with background on key stakeholders (e.g., content industry, tech industry, ISPs, consumers, etc.), central issues they are grappling with, and their proposed solutions to a range of disagreements. It also provides readers with an easy-to-track overview of the players and the issues, essential reading for reporters, policy wonks, and the general public. The report can be found at www.newmillenniumresearch.org.

"The NMRC publishes this report at a critical point in the DRM debate, as legal ramifications for piracy become more prominent in the media and Congress considers significant changes to intellectual property rights and copyright law," says Allen Hepner, advisory board member of the NMRC.

"This report emerges in light of challenges made to current copyright protection law, provoked by controversy over intellectual property rights and privacy issues. In order to ensure that copyright policy is balanced so that all of those interested benefit, the NMRC hopes to open up lines of communication between interested parties based on the common ground identified in this report," says Mr. Hepner.

Other key findings of the report include:

- The software, technology, ISP, honest user, school, and content factions agree on the installation of some level of DRM in all technology devices.
- The software, technology, ISP, honest user, and content factions agree on the development of pay-per-use models as an alternative to illegal file-sharing sites.
- The content faction, schools, software, and tech factions agree on the installation of bandwidth management technology as a way to limit on-campus piracy.

About the NMRC

Established in 1999, the **New Millennium Research Council (NMRC)** is composed of a network of policy experts who seek to develop workable, real-world solutions to the issues and challenges confronting policymakers. Its work has focused primarily in the fields of telecommunications and technology. For more information please visit: <http://www.newmillenniumresearch.org>.

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