

## **Beep Science backs MEF mDRM White Paper and urges for co-operation to drive commercial adoption of open standard DRM from OMA**

**London, 27 July 2005:** The Mobile Entertainment Forum (MEF) today announced the forthcoming launch of its White Paper – “A Guide to Mobile Digital Rights Management” – with the circulation of an executive summary. The White Paper, written by management consultancy firm Booz Allen Hamilton with support from MEF’s Digital Rights Management group, will be the latest output of MEF’s Mobile Digital Rights Management (mDRM) initiative.

The main aims behind the initiative are to raise awareness of the issues surrounding mDRM and to highlight the benefits of a robust mDRM framework for a healthy mobile ecosystem, as well as the threats of piracy if there are delays in implementing mDRM. MEF views mDRM as a business enabler and the initiative seeks to identify where the responsibility for best practice deployment lies, in order to enhance the end-user experience and ultimately drive mobile entertainment revenues.

**Patrick Parodi, Chair of MEF and Alcatel’s Head of Mobile Video & Music**, commented:

“The objective of this joint MEF and Booz Allen initiative is to dispel the myths surrounding Mobile Digital Rights Management and content protection. We hope to raise awareness of the current business models for mobile entertainment and to ensure that content owners, operators and manufacturers alike feel confident that solutions are available to maximise revenue creation in a trusted environment.”

Said **Sissel Henriette Larsen, MEF Director and Beep Science’s Marketing Director**, who heads up the MEF mDRM initiative: “The MEF mDRM Group is conducting extensive outreach to ensure that the mobile entertainment industry understands the dangers of not deploying mDRM, as well as the benefits of mDRM as both a business enabler and a protector of content.”

“We must act quickly and, above all, co-operate to drive the commercial adoption of open standards and develop workable solutions. Otherwise there is a real danger that end-users will seek unauthorised channels and the resultant piracy could damage confidence in mobile as a distribution channel and seriously impact future revenues,” added Larsen.

**David Tusa, Principal at Booz Allen Hamilton and Strategic Consultant to the project,** concluded: “Mobile DRM is absolutely critical to the future of all mobile entertainment – not just music and movies – hence our belief that it’s very important for the operator community to start working closely with the content world to make sure that an effective, workable middle ground is reached around mDRM. We hope this paper will go some way towards opening the complexities of mDRM to these two communities, and would like to thank the MEF and its mDRM Group for their help and support.”

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*Executive summaries of the White Paper are available from the MEF website [http://www.m-e-f.org/pdf/mDRM\\_WP\\_execsumm.pdf](http://www.m-e-f.org/pdf/mDRM_WP_execsumm.pdf)*

*The full White Paper will be available shortly to MEF members only.*

**Contacts:**

If you would like a copy of the Executive Summary of the Mobile DRM White Paper, to interview a MEF DRM expert, or have any other information requirements, please get in touch with David Bramley at Platform ([david@platformpr.com](mailto:david@platformpr.com)) or Rosie France ([rosie@platformpr.com](mailto:rosie@platformpr.com)), +44 (0)20 8964 9149.

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