

DIF Roundtable: Consumer Media Services in the Cloud – 21 September 2010

Hosted by Microsoft, this well-attended roundtable provoked an animated discussion. With Manuel Khonstamm from Liberty Global as moderator and Paul Mitchell from Microsoft, Pete Wood from SSLV, Bertrand Wendling from Nagravision, and Harald Trettenbrein from the European Commission as speakers, the roundtable explored the opportunities of the cloud for interoperability, media production and management, and media consumption. Starting from the question whether the “cloud” is just a fashionable name for something that exists already participants heard about UltraViolet, a cloud-based interoperability framework that offers authentication between digital services and devices, and a brand and conformance programme. The roundtable heard that Ultraviolet is designed to maintain content integrity and security, allow the use of any authorised DRM, and give content providers greater confidence to use the cloud.

On the other hand, the need to promote greater trust in the use of the cloud by media service providers was identified as an issue. In part this is related to unfamiliarity with the trust mechanisms which could be put in place. It was noted that use of the cloud in the production process requires robust performance and quality of service, low connectivity costs, and a high level of security. The fact that the internet is currently a mechanism for criminals to undermine security systems is seen as an impediment. While security providers are able to provide solutions, the real challenge is to clarify the legal means of tackling internet crime of this sort, and establish what jurisprudence and jurisdiction applies. The regulatory regime applying to cloud audiovisual media services was explored. Starting from the premise that the AVMS directive is technology neutral it was argued that the cloud does not change anything, although establishing jurisdiction and the identity of the media service provider is not straightforward.