

2012. 10. 24 Hogab Kang DRM inside

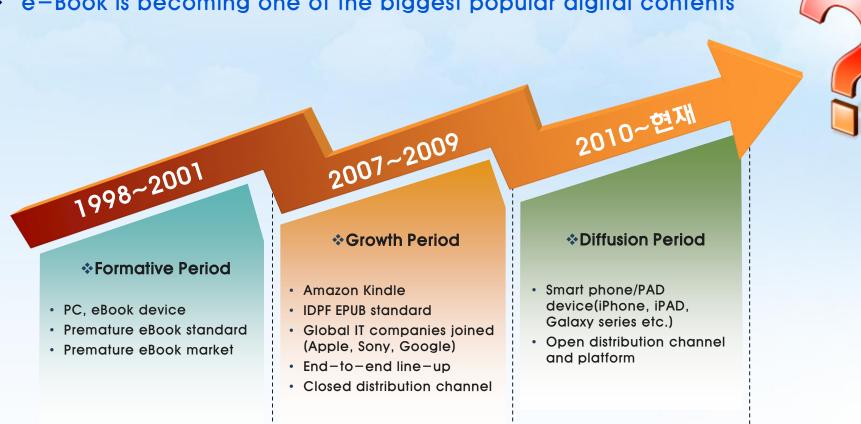
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- e-Book Market Trend
- 2 DRM Interoperability Issues
- **3** e-Book DRM Standardization
- 4 Project for e-Book DRM Interoperability

# 1 e-Book Market Trend

## e-Book Market Trend

❖ e-Book is becoming one of the biggest popular digital contents



PC

e-Book Device

**Smart Device** 

Wholesaler market volume in U.S (IDPF report)

2008: \$ 53.3M 2009: \$165.8M Wholesaler market volume in U.S (GigaOM pro report)

2011: \$ 2B 2016:\$ 6B

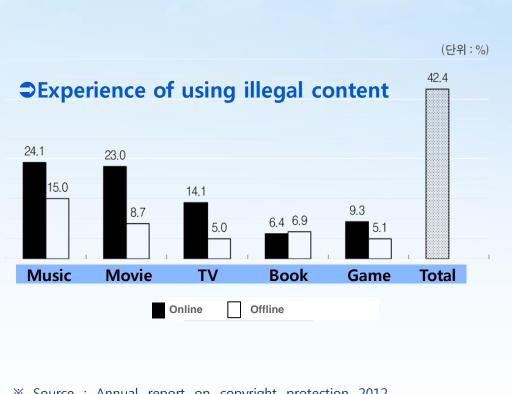
# e-Book Delivery Format and Protection

## \* EPUB is becoming de-facto standard, but DRMs(Digital Rights Management) are various

	Company	Service	Format	DRM	Number of Contents
	Amazon	Amazon.com	AZW	자체 DRM	600,000+
	Sony	Sony eBook Store	EPUB	Adobe DRM	600,000+
Clobal	Google	Google Editions	EPUB	Adobe DRM	12,000,000
Global	Apple	iBook Store	EPUB	FairPlay	90,000+
	Barnes&Noble	eBook Store	EPUB	Adobe DRM	1,000,000+
	Borders	Borders eBook Store	EPUB	Adobe DRM	1,500,000+
Korea	Kyobo	Internet Kyobo	EPUB	Fasoo.com	130,000
	Interpark	Biscuit	EPUB	Markany	80,000
	КТ	Qook Book Cafe	EPUB	Incubetech	60,000
	KEPUB	K-EPUB	EPUB	Hancom	75,000
	KPC	KPC	EPUB	Markany	10,000

# How many illegal copies are in eBook market?

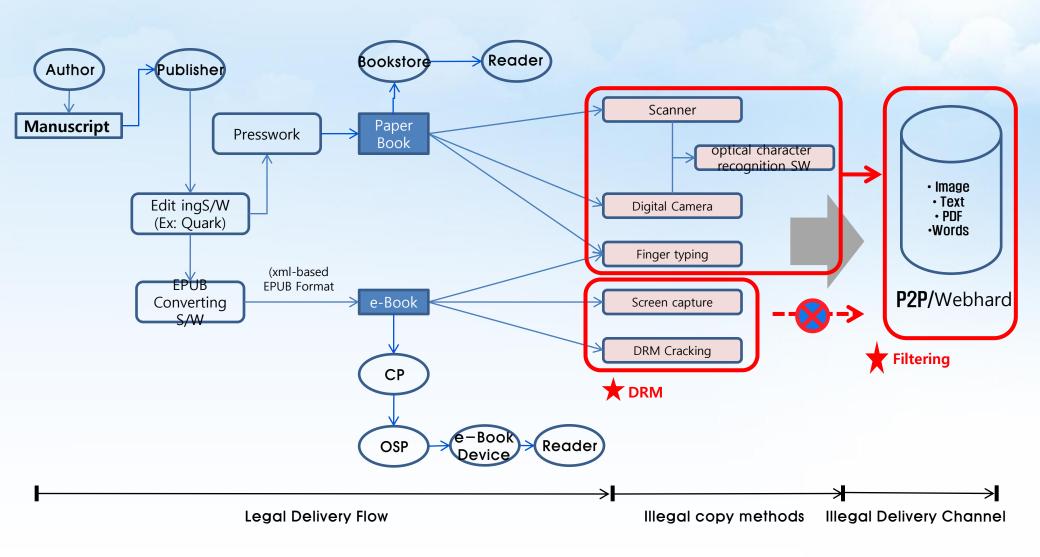
• e-Book is vulnerable to illegal copy due to relatively small content size







# Illegal Path of Books and Protection Methods



# 2 DRM Interoperability Issues

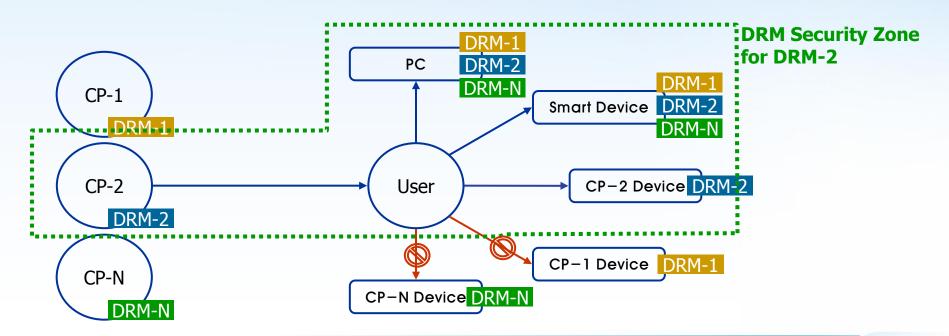
# DRM Security Zone

#### User : Fairuse

- Restriction on private copy due to the lack of DRM interoperability
- Constraint on choose option of service and device

#### OSP: Independence & Flexibility

- "DRM Security Zone" issues
- Pros: "Customer Lock-in" effect
- Cons: Dependent on a particular DRM technology



# Reference Model for solving DRM Interoperability

Model	Approaching Methods and Representative Examples		
Single DRM Technology	<ul> <li>All vendors adopt only one DRM technology</li> <li>Representative examples         <ul> <li>DCI(Digital Cinema Initiatives): KDM standard for copy protection of Digital Cinema content</li> </ul> </li> </ul>		
Operating of Multiple DRM Servers by OSP	<ul> <li>The way providing the proper DRM content and License depending on the type of the user's terminal by operating multiple DRM servers</li> <li>Representative examples  –Music industry in the past</li> </ul>		
Embedding Multiple DRM Clients into a Device by Device Manufacturer	<ul> <li>The way building the plurality of DRM clients into a device when manufacturing of devices</li> <li>Representative examples  – Music industry in the past</li> </ul>		
DRM Converting	<ul> <li>To enable the use of protected content between two DRM technologies, DRM content is changed to target DRM from source DRM</li> <li>Representative examples         <ul> <li>Microsoft PlayReady(suport DTCP, CPRM, HerixDRM, etc)</li> <li>Marlin OMAv2 Gateway, OMArlin</li> <li>Sony Rootkit(Converting from Protected music CD to Microsoft WMDRM</li> <li>TiVo TO Go service</li> </ul> </li> </ul>		
DRM Interoperable Interface	<ul> <li>Providing standard export and import interface between different DRM technologies to ensure compatibility</li> <li>Representative examples         <ul> <li>EXIM, CADII</li> </ul> </li> </ul>		

# 3 e-Book DRM Standardization

## IDPF(International Digital Publishing Forum)

 De-facto e-Book standard organization formed by more than 120 companies in digital publishing industry

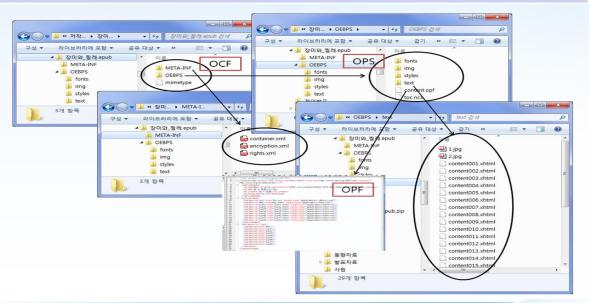
#### Standardization Activities in IDPF

Year	<b>Activities</b>			
1998	Open e-Book Forum(OeBF) formed by MS, Adobe, etc			
1999	OEBF proposes a XML—based Open e—Book(OEBPS) format			
2002	OEBPS 1.2 Update: Peanut Press, MobiPocket, SoftBook, NuvoMedia, Gemstar, ETI, MS			
2005	OEBF was changed to IDPF			
2006	OEBPS Working Group resumes a standard work for OEBPS 1.2 revision			
2007	Enactment of EPUB standard  — Open Publication Structure (OPS) : XHTML or DTBook  — Open Packaging Format (OPF)  — OEBPS Container Format (OCF) : Zip container			
2010	Update of EPUB standard  — Open Publication Structure (OPS) v.2.0.1  — Open Packaging Format (OPF) v.2.0.1  — OEBPS Container Format (OCF) v.2.0.1			
2011	Update to EPUB 3.0			
2012, May	EPUP Lightweight Content Protection : RfC(Request for Comments) for Use Cases & Requirements			
2012, July	RFP for EPUB LCP solutions			

EPUB is an de-facto standard in e-Book industry with content protection measures published by IDPF

Standard item	Content		
OCF (Open Container Format)	<ul> <li>ZIP format</li> <li>Mimetype: EPUB Identifier</li> <li>META-INF: Information on keys, rights and locations of OPS and OPF( container.xml, encryption.xml, rights.xml and signatures.xml file )</li> </ul>		
OPS (Open Publication Structure)	• EPUB contents + OPF file		
OPF (Open Package Format)	• Information on TOC, metadata and location of contents		





## EPUB's Protection Measures

EPUB provides specification on just encryption and digital signature for content protection, but did not define specification for rights

OCF Item	Content		
META-INF/encrytion.xml	<ul> <li>W3C XML encryption standard referenced</li> <li>Description for encryption target, algorithm and key information</li> </ul>		
META—INF/signatures.xml	<ul> <li>W3C XML signature standard referenced</li> <li>Description for signed target, algorithm and validation certificates</li> </ul>		
META-INF/righs.xml	<ul><li>No specification defined</li><li>Any kind of rights expression language can be used</li></ul>		

#### Encryption.xml Signatures.xml rights.xml

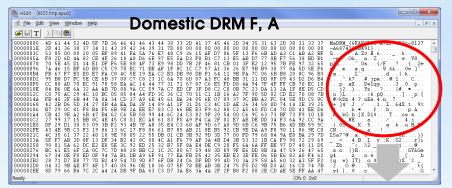
```
<?xml version="1.0" encoding="UTF-8"?>
<encryption xmlns="urn:oasis:names:tc:opendocument:xmlns:container">
 <xenc:EncryptedData xmlns:enc="http://www.w3.org/2001/04/xmlenc#">
    <xenc:EncryptionMethod</pre>
Algorithm="http://www.w3.org/2001/04/xmlenc#aes128-cbc"/>
    <ds:KeyInfo xmlns:ds = "http://www.w3.org/2000/09/xmldsig#">
     <ds:RetrievalMethod URI="#EK" Type="http://www.w3.org/2001/04/xmlenc#Encrypte">Type="http://www.w3.org/2001/04/xmlenc#Encrypte"
    </ds:KeyInfo>
    <xenc:CipherData>
     <xenc:CipherReference URI="OEBPS/content.html"/>
  </xenc:CipherData
33C XML Encryption</pre>
 <xenc:EncryptedKey xmlns:enc="http://www.w3.org/2001/04/xmlenc#" Id="EK"</pre>
   <xenc:EncryptionMethod</pre>
Algorithm="http://www.w3.org/2001/04/xmlenc#rsa-oaep-mgf1p"/>
    <ds:KeyInfo xmlns:ds="http://www.w3.org/2000/09/xmldsig#">
     <ds:KeyName>dnQualifier=duyeE2kTAtuwcuMr2peYsQKu54k=,CN=Cu
Name.O=SP Name.C=kr</ds:KevName>
   </ds:KeyInfo>
    <xenc:CipherData>
<xenc:CipherValue>YkOPSj+mvrQvTgQTQ8RPiejcCULqQM0E8Etbd5fDhXYD6QmTC
Cvte+V3Luzs281CG1py9ES5JEZ412QY7YdNt4lKtnzVbmG2elETO7KR2vH9tM2w1PaC
akA32YL/SaDWTn6dcerF9RuVa0kNkk/MOdyRz+6K/69M=</xenc:CipherValue>
    </xenc:CipherData>
  </xenc:EncryptedKey>
 </encryption>
```

```
<?xml version="1.0" encoding="utf-8"?>
<signatures xmlns="urn:oasis:names:tc:opendocument:xmlns:container">
  <ds:Signature xmlns:ds="http://www.w3.org/2000/09/xmldsig#" Id="sig">
      <ds:CanonicalizationMethod Algorithm="http://www.w3.org/TR/2001/REC-xml-c14n-2001/</p>
      <ds:SignatureMethod Algorithm="http://www.w3.org/2001/04/xmldsig-more#rsa-sh</p>
      <ds:Reference URI="#Manifest1">
        <ds:Transforms>
          <ds:Transform Algorithm="http://www.w3.org/TR/2001/REC-xml-c14n-2001/</p>
        </ds:Transforms>
        <ds:DigestMethod Algorithm="http://www.w3.org/2001/04/xmlenc#sha256"</p>
<ds:DigestValW3 QJdXIVI-LURSIGNATULEP:K7l5ey1jooU=</ds:Diges</p>
      </ds:Reference>
      <ds:Reference URI="#Manifest2">
        <ds:Transforms>
          <ds:Transform Algorithm="http://www.w3.org/TR/2001/REC-xml-c14n-2001/</p>
        <ds:DigestMethod Algorithm="http://www.w3.org/2001/04/xmlenc#sha256"</pre>
        <ds:DigestValue>3VOuQz+ikh8LpdZCXsfmKJUofMQ0dDRoToiJ6sB7ZKY=</ds:Dige</p>
      </ds:Reference>
    </ds:SignedInfo>
    <ds:SignatureValue>XR4iR9Zlr+MOZT4eyirceWzJ2qrphjpnvj3zMDbloPpVnqxI/1HxJfF1Y
W+mmazeHStOFLjqTW/lkGY8bJ7cb8y65XcsZknZJURqIoRhjD6kHYi4Yt6gPR/Jy
IdxFVNqDAGiqcRDp38gojR7bttn/e+6qKqvOOMP84//+on9NvAgkdMhTVObHgnC1
qwVeD93HxSw0ptLMMz59j/7qpr2NIu5z7AadKFgrOz+tD4QUP4EvWB3YM6zJ11R7
udVfd/mxtSwcxg4g69iBnKAn1zRR68iHB07hGrxuFizLAr7pfH/u3Reftoee3TcR
HYk+RMA72BJG8sUnmVUcWQ==</ds:SignatureValue>
```

?xml version="1.0" encoding="UTF-8"? <o-ex:rights xmlns="http://odrl.net/1.1/ODRL-EX"</pre> xmlns:o-ex="http://odrl.net/1.1/ODRL-EX" xmlns:o-dd="http://odrl.net/1.1/ODRL-DD xmlns:ebr="http://e-book.copyrights.or.k<u>r/1.0</u>/rel/EBR-DD" xmlns:xsi="http://www.w3.org/2001/X si:schemaLocation="http://e-book rel/EBR-DD EBR-DD-10.xsd"> <o-ex:context> <o-dd:uid>RightsObjectII </o-ex:context> <o-ex:agreement> <o-ex:asset> <o-ex:context ebr:type="partial"</pre> <!-- item id at the ma <o-dd:uid>partial content ID </or> </o-ex:asset> <o-ex:permission> <o-dd:display/> <o-dd:print/> </o-ex:permission> <o-ex:constraint> <n-dd:group> <o-ex:context> <o-dd:uid>멤버쉽 A</o-dd:uid> </o-ex:context> </o-dd:group>

# Is EPUB standard enough for interoperability?

- Although based on EPUB standard, each DRM uses different approaches for encryption
- Cryptographic algorithms are various
- No standard for rights.xml



Proprietary encryption of EPUB

Each solution can't understand other proprietary measures





**DRM** inside

Jol.CnizM8Lsg00VoTLJNGacII0UjKcmYf9eSWftvWCyb0DzzvR9AUJZbKI;w6WDIPdaAcUepbzcpZ/4W5BpJD5wX +tel55W2tkSez3fj9ntNkn/gJ+5MCF3cM8YQWDDIDOGGF+1t27og2ZnXL2dRA3Y18ttm0PeETXKuTlbC JC658TALJMF+WUgkZzJYSkc;bt72DMY292skGXXyab98T7IGWTVM6arNa+isDFMQ9iBCA5TALAMVuxNNJ2DN

RRPD66l5cbllL0kNJmLKlfal/</certificate

(/licenseServiceInfo)

# 4 Project for e-Book DRM Interoperability

# Implication Analysis

## Each of content providers uses different DRM technologies

KEPUB : Hancom DRM

KPC : Markany DRM

Kyobo : Fasoo.com DRM

# Inconvenience of Digital Library & Viewer

- KEPUB partners use 'crema' library and viewer developed by KEPUB
- Each of KPC partners uses their own proprietary e—Book library and viewer
- Kyobo uses Kyobo's proprietary e— Book library and viewer

#### Supply of e-Book Content

- e—Book service providers attempt a cross—selling service in order to resolve the lack of e—Book contents
- Need to install multiple DRM technologies for cross—selling



Why e-Book contents is not compatible although there is EPUB standard?



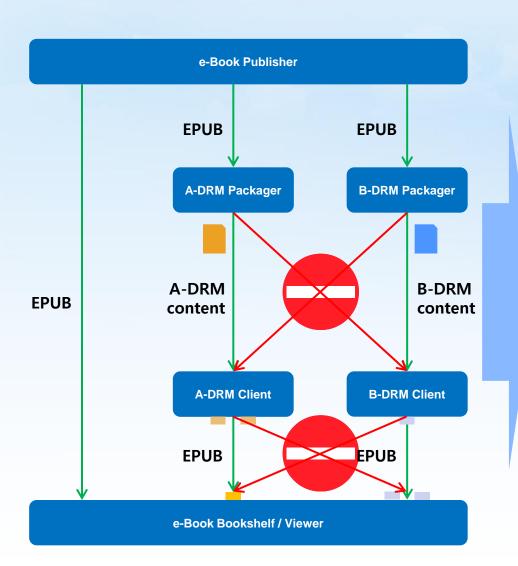
- •Where are my purchased e-Book contents?
- •What are lists of e-Book contents?
- •Do I use something else in spite of my favorite viewer?

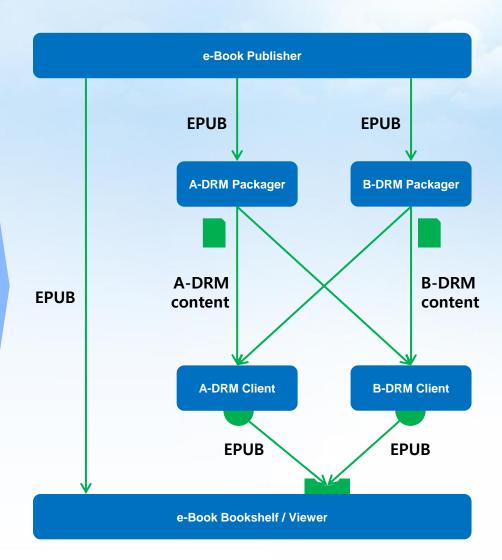


- Should I integrate your DRM technology to my DRM technology for cross-selling?
- Should I have the device porting burdens(time, cost, resources, etc) for supporting your DRM technology?
- My viewer is ragged because of supporting for multiple DRM technologies...

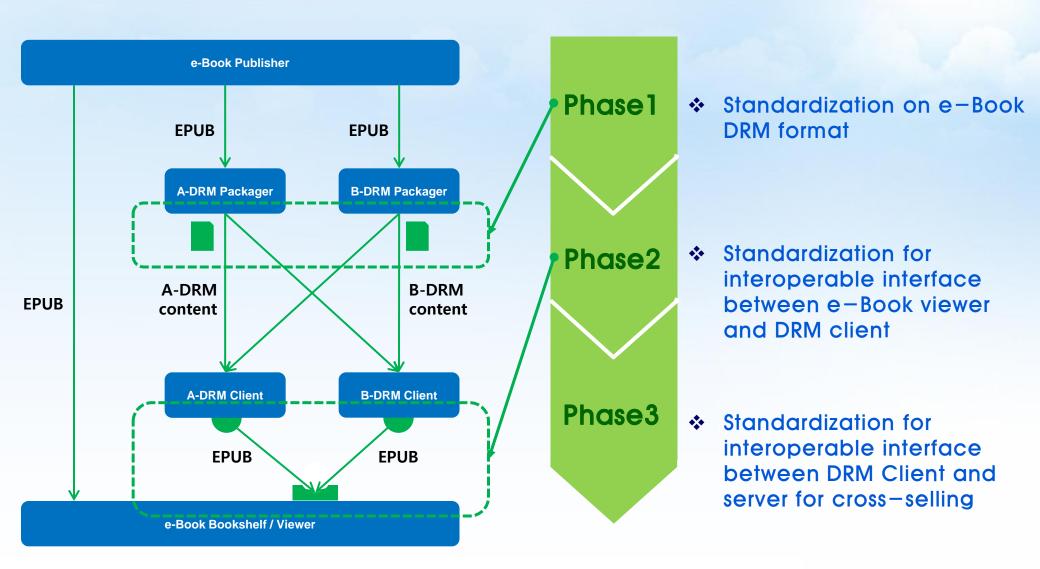


# Problems and Improvement Factors





# Strategy for e-Book DRM Interoperability



# How to resolve DRM interoperability

- Define simple profiles of existing EPUB
- Define how to resolve to process different right information

EPUB Item	Interoperable Issues	Current e-Book DRM	Recommended e-Book DRM	
Content	Algorithm			
encryption	Format	EPUB		
	Metadata	(W3 XML Encryption) or	Profiled EPUB	
	Encryption algorithm	DRM proprietary	(W3 XML Encryption)	
	Delivery format			
Key	Metadata			
	Private key/secure key management	DRM proprietary	DRM proprietary	
Signature	Algorithm, Keys	EPUB (W3 XML Signature)	Profiled EPUB (W3 XML Signature)	
Diahta	Expression language	DPM proprietary	REL Standard or	
Rights	Enforcement	DRM proprietary	DRM proprietary	
License request protocol		DRM proprietary	Standard protocol	

# Overview of Project

- 2—year project, "Development of the Interoperable e—Book DRM Standard and Reference S/W based of IDPF EPUB"
- 5 companies are joined and supported by KCC(Korea Copyright Commission)

# Goal: Multi-DRMs-allowable eBook solution market

1st year (2011)

Development of Profiles of EPUB protection specification

2<sup>nd</sup> year (2012)

Development of the interoperable eBook protection environment

#### **Standards**

Encryption/Signature profile standard

Rights terminology

Certificate profile standard

#### Reference S/W

eBook Packager/Depackager

Development API

Open reference S/W

#### **Standards**

Interoperability of authentication process

Interoperability of key information delivery process

Interoperability of rights information delivery process

#### **Compliance test**

Test scenarios

Test materials (valid/Invalid)

Automated test module



# Standard Requirements for e-Book DRM Interoperability

#### Compliance with international standards

Standard should be comply with the IDPF EPUB which is recognized as de-facto standard in e-Book industry

#### Royalty Free

Standard should not use technology which is possible of patent infringement or royalty burden

#### Reliability

 Standard should ensure the reliability of the technology using internationally proven standard technology

#### Seamless Interworking Method to Legacy DRMs

Standard should not impose a large change burden of legacy DRM technology

#### Security Robustness

Standard should ensure an adequate level of security and not be tampered

#### Effective Competition

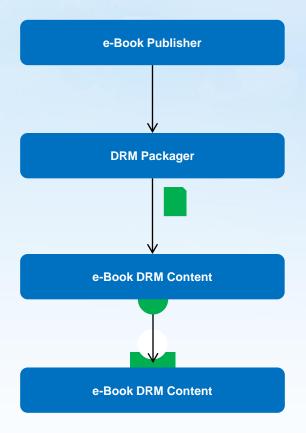
 Standard should not undermine existing DRM market order, and ensure effective competition between legacy commercial DRMs

#### Business-Independence

 Standard should ensure differentiated business model of e-Book service providers, and be able to support the DRM policy.

#### Economic Feasibility

Standard should minimize the burden of e-Book service providers



#### ❖ Development of e-Book DRM Format based on EPUB

- Profile specification of encryption.xml, signature.xml for simple implementation and DRM interoperability
- Dictionary of rights terms for rights.xml
- Profile specification of Device Certificate based on X.509

#### Development of Reference Software

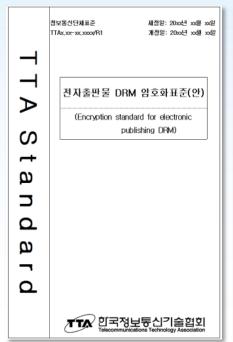
- There is a possibility that incompatible or arbitrary interpretation by the developer's ability is taken to errors although EPUB-based e-Book DRM standard format is to be.
- In order to avoid such errors, reference software is needed to develop and opened to developer of e—Book DRM technology

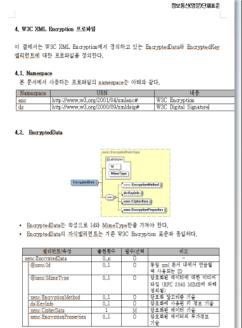
#### Development of Interoperable Interface between e-Book Viewer and DRM Client

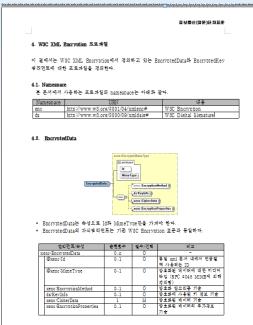
Need a e-Book DRM API standard in order that e-Book
 Viewer and DRM technology can be independent of each other

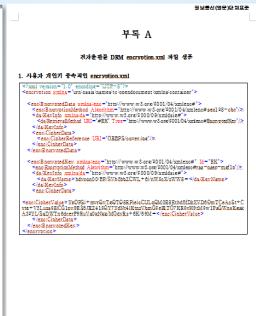
# Encryption Profile

- Still IDPF EPUB rule was used, which is based on W3C Encryption.
- Profiles was defined on enc:EncryptedData and enc:EncryptedKey of the W3C Encryption.
- Content encryption algorithm is strongly recommended to use AES-128-CBC (recommended by NIST in 2010)
- Key encryption algorithm is strongly recommended to use RSA-2048 (recommended by NIST in 2010)
- "Encryption specification for e—Book DRM" is approved to ODPF and TTA standard



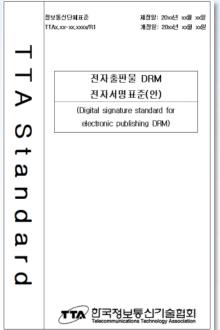


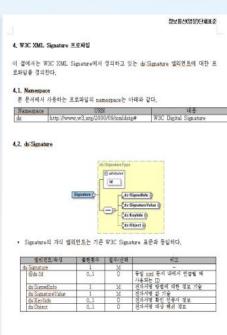


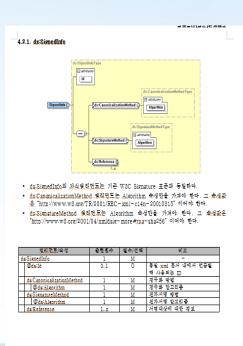


# Signature Profile

- Still IDPF EPUB rule was used, which is based on W3C Signature
- Profiles was defined on ds:Signature of the W3C Signature
- Signature algorithm is fixed to use RSA2048withSHA256 (recommended by NIST in 2010)
- Hash algorithm for message digest is fixed to use SHA256
- Canonicalization and transform algorithm is fixed to use c14n-20010315 (without comment)
- "Signature specification for e-Book DRM" is approved to ODPF and TTA standard





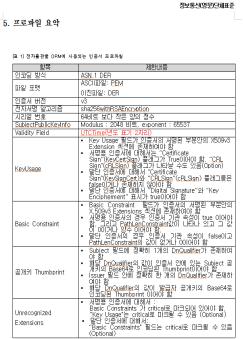


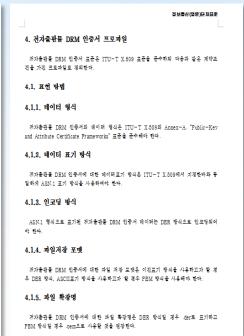


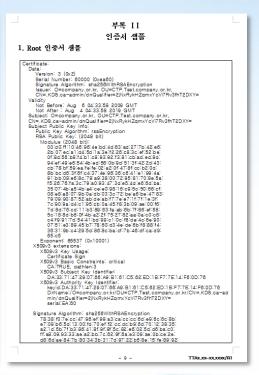
## Device Certificate Profile

- X.509 certificate is strongly recommend for the standard digital signature and key encryption method
- Profile was defined for ITU-T X.509 standard on certificate field values for simplicity of the implementation.
- Signature algorithm is fixed to use RSA2048withSHA256.
- ❖ Key strength is fixed according to NIST 800-131 recommendation.
- "Certificate specification for e-Book DRM" is approved to ODPF and TTA standard







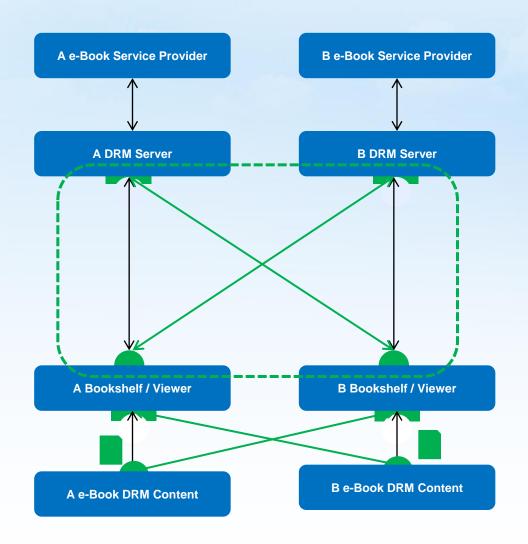


4.2. 인증서 데이터 영역

# Dictionary of Right Terms

- Hard to define specific rights expression language due to patent matter
- Defined only <u>rights information dictionary</u> for interoperability allowing any kind of syntax for rights information
- Defined 10 permissions, 12 constraints and 1 condition
- "Rights information dictionary for e—Book DRM" is approved to ODPF and TTA standard

Category	Name	Category	Name	Category	Name
	View	Constrain (12)	Absolute period	Condition (1)	Agreement
	Play		Relative period		
	Print		Count		
	Virtual print		User		
	Physical print		Group		
Permission	Lend		Network		
(10)	Transfer		Printer		
	Except		Geographical location		
	Сору		Software		
	Move		Hardware		
			Prerequisite		
			Alternative		



- Interoperable Interface of Library
  - e-Book content purchased from A company can look at B's library(reverse case is also possible)
- ❖ Interoperable Interface of e-Book Viewer
  - e-Book content purchased from A company can look at B's viewer(reverse case is also possible)
- Interoperable Interface of DRM License Issuing
  - in order that e-Book content purchased from A company can look at B's viewer, the interoperable license request interface between B's DRM client and A's DRM license server is needed

Thank you

# 감사합니다

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