



Standards in the Web Age: Free or Fee?

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**Some things may
always be difficult
to explain . . .**

*Standards users worldwide continue
to ask why the documents they need
are fee-based instead of being freely
available*

**. . . some things may
never change.**



Most standards bodies share a common business model

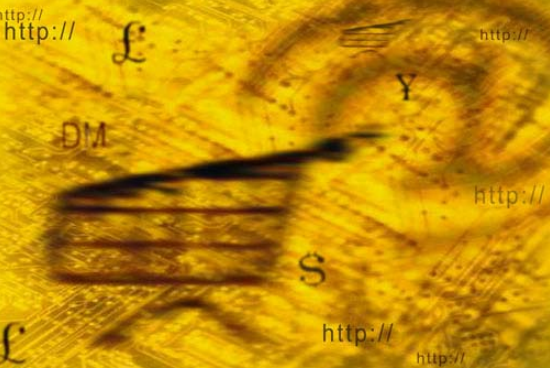
- Standards sales support the
 - Standards development and maintenance process
 - Supplemental information needs of standards users
 - Catalogs and indexes, education, public awareness and publicity, etc.
 - Infrastructure support
 - Facilities, labor, etc.



Most standards bodies share a common business model

(continued)

- Standards sales also protect the commercial value of standards
 - Paying for standards is a cost of doing business and a fair value payment for the intellectual property they contain



Electronic development and dissemination of standards

- Reduces variable costs (printing, warehousing and shipping)
 - Fixed costs (production, equipment, customer support, etc.) remain, though they may not be constant
- Jeopardizes sales due to the unlawful copying and distribution of standards



The question . . .

- The question today is not:
“How do we make standards free?”
- The question is:
“How do we add value and make standards more affordable for the customer while maintaining or increasing revenue for the standards organization?”



A possible answer . . .

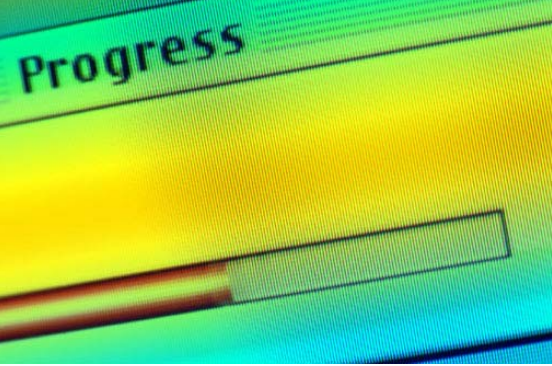
- Digital Rights Management (DRM)
 - Fundamental agreement between the content creator and the content user
 - Protects the intellectual property and the integrity of content, while at the same time enabling flexible delivery solutions
 - Builds on existing technologies and facilitates a strategy that can lead to price reductions



Core concepts

- Addresses the consumer's concerns:
 - *Can I trust this content to be authentic?*
 - *Can this content be easily accessed on my reading device?*
 - *Is the content (and the reader technology) available at a fair price?*

- Addresses the content provider's concerns:
 - *Can I trust that I will be properly compensated for the content I create?*
 - *Can I prevent its unlawful redistribution?*



DRM from a content provider's viewpoint

- Advances digital commerce
- Ensures content authenticity
- Enables secure distribution
- Provides protection of digital content
- Provides for transaction verification
- Supports customer identification



Collaboration is required to increase value and limit risk

- A harmonized and synchronized approach by the standards community is required
 - Sporadic implementation will further drive sales traffic to alternate vendors
- A comprehensive plan for customer communications and relations is essential



DRM benefits to the standardization community

- An economical way to protect intellectual property from unlawful redistribution
- Enhance customer satisfaction through increased flexibility and choice
- Technology that works with existing systems and infrastructures



**Some things may always
be difficult to explain . . .**

**. . . but sometimes
things can change.**

*DRM is one possible solution for the
publication sales issues faced by the
global standards-setting community*



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