Some Consumer Design Criteria for Analog Reconversion

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Analog Reconversion Discussion Group

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Goal

The goal of this presentation: To posit, for discussion, a constructive set of consumer– and user– oriented requirements for analog reconversion. These requirements should ultimately provide input for ARDGS's criteria for evaluating reconversion approaches.

Assumptions and Caveats

- Consumers benefit from copyright protection, with appropriate balance
- Consumers will reasonably seek to use analog devices for the foreseeable future:
  - Legacy Equipment
  - Price
  - May allow uses otherwise unavailable
- Analog redistribution approaches more likely to be effective if consistent with consumer needs
- Caveat: Just one view of many public interests.

Consumer Requirements

- **Reasonably Effective**
  - Meet goals for protecting copyrighted works
  - Sufficiently effective to justify associated cost
  - Verifiable through independent benchmarking

  - Note: Effectiveness is a function of the perceived threat model and associated goals. A variety of goals and threats have been presented to date, some more reasonably achievable than others.

Consumer Requirements

- **Low Cost**
  - Minimize cost impact on both devices and content
  - Cost is related to complexity, number of detectors and locations
  - Cost included performance costs, etc.
  - Tend to disfavor proprietary solutions, unless inexpensive and favorably offered
- **Convenient**
  - Simple, easy to use and to understand
  - Low number of false positives

Consumer Requirements

- **Support for Reasonable Uses**
  - Reasonable expectations should be permitted and supported
  - "States" should include permissive uses (including "fair uses") as well as highly controlled states
  - Granularity important
- **Preserve Capabilities in Conversion:**
  - "Don't down–res rights"
  - In conversion from D to A to D, consumers will expect preservation of the capabilities they have bargained for
  - Must rights always ratchet down?

Consumer Requirements

- **Flexible/Extensible**
  - **Adaptable to unforeseen uses**
  - **Extensible to future capability sets**

- **Privacy and Security, Notice and Choice, and Freedom**
  - **Any potential impacts on user privacy/security should be explored**
  - **Free uses –– and fair uses –– maintained**

Conclusion

Including consumer-oriented criteria early in the design is most likely to maximize public comfort and willingness to accept schemas.

We look forward to working with ARDG to craft criteria consistent with consumer interests.

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