

Sony DRM Fiasco

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- Increased Complexity does not imply increased security
- User experience matters
- Incentives matter
 - o Music Label
 - Risk Averse
 - Want to please Users
 - o DRM Manufacturer
 - Risk Tolerant
 - Wants to please Labels
 - o User
 - Exercise full rights

Music Label's Interest

- Music DRM ineffective at preventing mass piracy
- Prevent CD-to-CD copying
- Limited distribution
- Enabled redundant selling

DRM Manufacture Goals

- Prevent copying
- Build install base
 - o Largest install base is a selling point to Labels
- Increase value to their customers
- Control standards
- Data Harvesting

Users Interest

- Fair use rights
- System security
- System reliability
- System transparency
- Privacy

DRM Manufactures sins

- Invaded user privacy
- Harmed legal users
- Illegal users left alone
- Opened backdoors to users system
 - o DRM Root Kit hid all files and processes whose name begins with "\$sys\$"
 - o Created directory with system services and open permissions
- Failed to obtain consent
- Violated other people's copyrights
- Restricted some legal rights of users
- No uninstall

Uninstall Response

- Install Active X Control
- Parameter to AX Control
 - o Specifies location to download dll and then execute its code

Incentive Misalignment

- Party A pays for security
- Party B Benefits