



**Date:** July 30, 2004

**From:** Dan Bart, Senior Vice President, Standards and Special Projects

**To:** TIA Standards Participants and Purchasers of TIA Standards

**Re:** **IMPLEMENTATION OF DIGITAL RIGHTS MANAGEMENT FOR ELECTRONIC COPIES OF TIA-PUBLISHED STANDARDS, BALLOTS AND OTHER TECHNICAL DOCUMENTS SOLD THROUGH IHS/GLOBAL AND OTHER DISTRIBUTORS**

**Dear TIA Standards Participant and Standards Purchaser:**

Digital Rights Management (DRM) is the term used to encompass various technologies or other protections that assist in minimizing the infringement of intellectual property rights of the owner of those rights. DRM technology can be used with music, software, or digital documents. Erosion of revenue from copyright infringement is a major concern of TIA and other standards developers since revenue that helps support the resources for standards development is generated from the sales of standards.

In an effort to protect TIA's intellectual property and enforce existing copyright laws, TIA has made a policy decision to require all of our standards distributors **to implement a technical security feature that prevents the unauthorized reproduction and redistribution of downloaded documents (ballots, published standards, and other technical documents) from any of the distributor's websites, effective August 1, 2004.**

In implementing DRM, TIA is attempting to stop or minimize the present leakage of unpaid and unauthorized copies of TIA published documents. TIA utilizes royalties from the sales of TIA technical documents to help cover a portion of the costs of maintaining a TIA standards secretariat, including the costs of hosting standards meetings, legal fees, required payments to ANSI, etc., and TIA wants to minimize any potential dues or other fee increases that would otherwise be needed to cover such lost revenue from sales and royalties. The implementation of DRM is the most viable alternative to protect revenue. Many standards developers, domestically and internationally, have already implemented DRM or are planning on doing so in the near future. Other sectors of the Electronic Industries Alliance (EIA) will also be implementing DRM.

2500 Wilson Boulevard  
Suite 300  
Arlington, VA 22201-3834  
USA

+1.703.907.7700  
FAX +1.703.907.7727

There is a good overview of the issues involved with DRM in an article entitled: *“What you cannot protect, you cannot own: Digital Rights Management, a revolutionary copyright protection system to benefit both the owners and users of digitized intellectual property,”* that can be found on Standards Australia’s web site at:

<http://www.standards.org.au/newsroom/tgs/2004-02/digital/digital.htm>

In compliance with this TIA policy, TIA’s primary distributor, IHS/Global Engineering will be implementing a security technology that utilizes a free Adobe Acrobat plug-in from FileOpen Systems, Inc.

What this means is that beginning August 1, 2004, the purchaser of TIA documents from IHS/Global will also be asked to download the free plug-in to view any secured TIA PDF document. The software "locks" the PDF file to the computer where the document is first opened. Once a secured PDF file has been opened and associated with a particular computer, it can only be re-opened from that same computer. Technical librarians and others who purchase electronic documents for others should NOT open them, but, instead, just transfer the file to the ultimate user to associate with his or her computer. TIA realizes that users of standards often operate from more than one computer or device, and has requested that the parameters of the DRM permissions file for the TIA document allow it to be opened on a maximum of three computers or electronic devices. For example, (1) a person’s desktop at work, (2) a laptop taken to standards meetings, and (3) a home computer or maybe Personal Digital Assistant (PDA).

All purchased PDF files will allow copy and paste functionality. There is no limit to the number of times a document may be viewed on the computer(s) it is associated with and the document can be printed once for reference or archival back-up purposes.

TIA will continue its current policy of providing one complimentary copy of the published standard to those companies or organizations that vote on TIA ballots. This complimentary copy of the published standard that is distributed to voters will also have DRM used when the document is provided in a PDF format.

If you, or your company or organization, are interested in obtaining license rights to any TIA publications for your internal corporate network or intranet, please contact IHS/Global for a network license.

If computers are replaced or sold or there is a need to associate a particular PDF file with a different computer, the distributor who provided the document will need to be contacted to provide the information for that transfer of DRM permissions.

TIA appreciates your understanding of the need for this new DRM policy and compliance with it, as well as your support for and use of TIA standards and other

technical documents. If you should have any questions or concerns about the DRM implementation, please contact either:

Susan Hoyler ([703.907.7704/shoyler@tiaonline.org](tel:703.907.7704)), or

Dan Bart ([703.907.7703/dbart@tiaonline.org](tel:703.907.7703))

If you need technical assistance after the DRM implementation, please contact IHS' customer support team at (800) 624-3974 (within the US and Canada) or (303) 397-7956 or send an email to [globalcustomerservice@ihs.com](mailto:globalcustomerservice@ihs.com).

Sincerely,

Dan Bart, Senior Vice President, Standards and Special Projects

Cc Susan Hoyler, TIA  
Anil Kripalani, Chair, TIA Technical Committee