



University of Pavia

Ph.D. School of Electrical and Electronics Engineering and Computer Science

SEMINAR

DRM AND MULTIMEDIA CONTENT PROTECTION

Massimo Savazzi

Microsoft

May, 07 /11-13

Aula Seminari, floor D

The lecture focuses the problem of digital media right management and content protection. Starting from an overview of the current entertainment landscape, globally and with a focus on EMEA, the main effort is to understand how the technology is supporting the new business opportunities and how the business is challenging the technology. Two products will be described for content protection and media security: Content Protection and PlayReady. The first have been successfully delivered in hundreds of millions of licenses to all major operating system and thousands of different devices in any market from Mobile devices to Consumer Electronic. The second supports a broad range of different business models that can be applied to almost any type of digital content, including video, games, ringtones, images and more, and a wide range of audio and video formats, including MPEG Advanced Audio Coding (AAC), AAC+, Enhanced AAC+, H.264, Windows Media Audio (WMA) and Windows Media Video (WMV).

Massimo Savazzi's experience in digital media started before year 2000 when he was working on the first mobile television in the world; in HP he was part of the team building the new generation digital value chain and working with to define the new media portfolio. Within Microsoft he is responsible for content protection proposition in the EMEA market; within his role he has been working with all the key actors in the digital value chain ranging from OEMs, ODMs, silicon providers, ISVs, Broadcasters, Telecom Operators as well as to contribute to the different standardization efforts Microsoft is supporting.

Organizer

Proff. M.G. Albanesi, G. Vecchio

Ph.D. Coordinator

Prof. M. Calzarossa

The seminar will take place in Italian.

For more information: mariagrazia.albanesi@unipv.it