

Online Servicing of the POD (Publishing-on-Demand) Model Implementing DRM (Digital Rights Management) Technology

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A new paradigm is emerging in the publishing industry with the modern advent of file digitization, desktop publishing and the gaining interest in the e-book markets; which have especially found growth at both the distribution and application levels via the high-speed accessibility of the Internet. This growth has facilitated the distribution of e-published contents, as in the case of the readily available 'On-Demand' services, but has also left the publishing industry facing problems associated with the protection and integrity of intellectual property.

PDF (Portable Document Format) is already regarded as a universal file format that preserves the visual fidelity of documents, which can also protect and secure published works from being maliciously altered in the transmission and delivery stages. By combining the Publishing-On-Demand (POD) system along with the security of a scalable PDF-based Digital Rights Management (DRM) technology, the implementation of both 'paid' and 'non-fee-based' distribution services is made possible. In the case of processes associated with fee-based services, such as previewing, ordering, billing and searching, a secure online procedure is necessary; where only those individuals who have been validated via verification and authentication may have access to the transmitted contents. The contents undergo encryption, password-security and decryption, as some of the features inclusive in the transmission and delivery stages inherent in DRM technology.

DRM technology also incorporates file management capabilities which are activated once the contents have reached their destination. This means that the DRM-enabled contents can have functional features which can be set, such as limitations on the number of views, printing, text-extraction or outputting, watermarking, black-marking, expiration, etc. The deployment of POD using DRM technology is today's solution for safely and effectively producing and delivering authored contents.