URL: https://stvp.stanford.edu/clips/on-digital-rights-management

The issue of using digital rights management (DRM) technologies on content is a complicated one, says HarperCollins CEO and President Brian Murray. Here he shares both the benefits and disadvantages of DRM, and describes tests being conducted to find a solution balancing a company's intellectual property rights with consumer desire to transfer files.

Transcript

One of the challenges that I didn't mention earlier is this whole idea of the value of a book and the issues of piracy and so forth.. So digital rights management had some benefits in that it protects the value of the book because it can't be - file sharing is a little bit more difficult, anybody can file share any piece of media if they really want to do it, but - so it has some benefits, but it also has a lot of drawbacks.. You can't move, if you bought a book from one platform, you can't move that book to another platform.. And so a number of publishers including us are beginning to experiment with either light DRM or watermarking or removing it and I think everyone's going to continue to test to see, is it better with DRM or without.. And I don't know how the industry will evolve over time, but we're going to do the testing and then we'll make some decisions as we get some results...