UCI 기반 콘텐츠유통모형 활용

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Practical Use of Contents Distribution Models on the Basis of UCI

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● Abstract ●

UCI is contributing to establishing and administrating CMS to improve the quality of contents efficiently and effectively. In these days, enterprises are also making a new try to manage copyrights of digital contents by use of DRM(Digital Right Management). UCI would be a good solution to solve this overburden. The objective of our research is to study on practical uses of various digital contents models on the basis of UCI. We introduce two business cases; one is publishment of digital contents and the other is DB service of digital contents.

키워드: UCI, Contents, Distribution

I. Introduction

Using CMS(Content Management Systems), most enterprises have tried to manage their digital contents by assigning identifiers. UCI is contributing to establishing and administrating CMS to improve the quality of contents efficiently and effectively. In these days, enterprises are also making a new try to manage copyrights of digital contents by use of DRM(Digital Right Management). But, the field of DRM has a limitation that it is difficult to share information mutually among enterprises. It is so that there is no standard for digital contents distribution. UCI would be a good solution to solve this overburden. It is possible to establish various business model for digital contents distribution by expanding additional metadata information as well as basic identification information of UCI.

II. Publishment of Digital Contents

If a publisher (or digital contents provider) is small and petty, a second-party copyrighter or contents syndicator could get many contents from the publisher and sell them to a consumer. By reprocessing the contents, the second-party player could perform various marketing activities such as cross-selling by use of cross-referencing. Fig. 1 shows a business case of McGrow Hill for practical use of DOI-based contents distribution model.
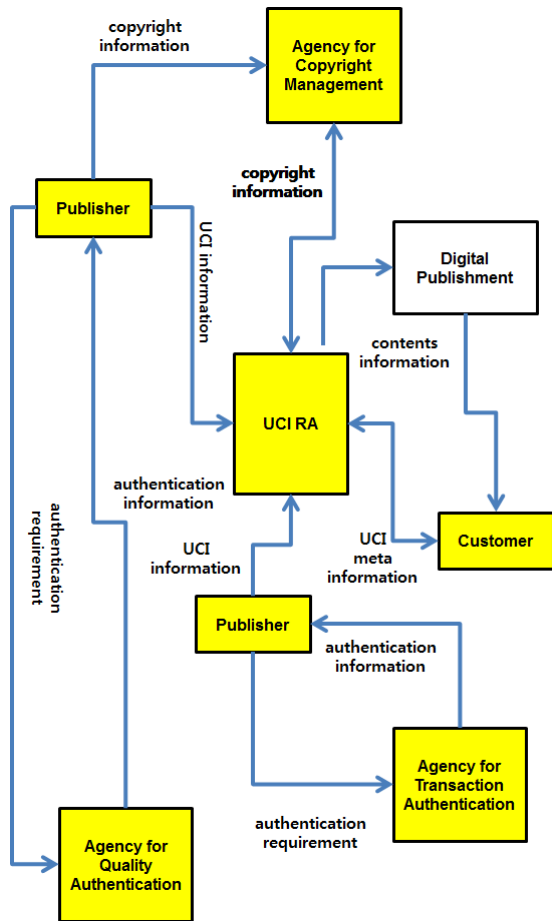
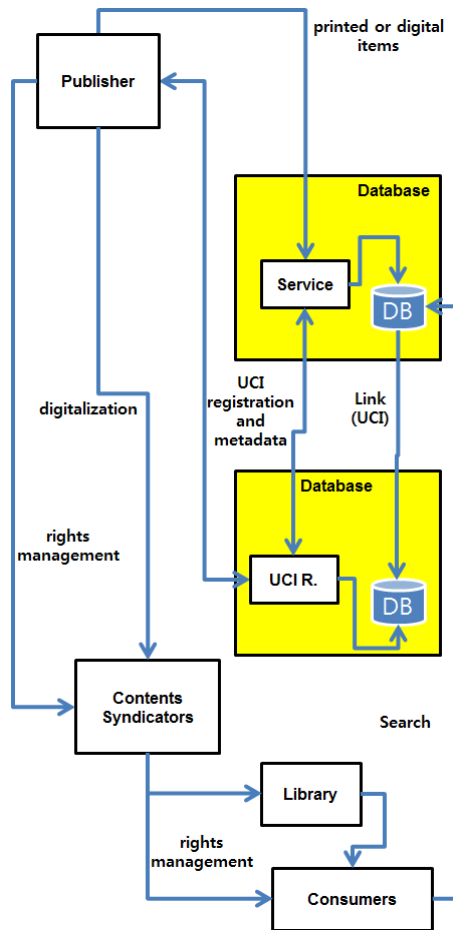Fig. 1. Practical Use of Digital Contents Publishment

Fig. 2. Practical Use of DB Service

III. DB Service of Digital Contents

Another business model with digital UC Iis digital library. Digitalization of existing materials such as periodicals or books could provide DB service for a user to access them easily. DB service providers with UCI could also use UCI metadata in order to provide their consumers with more various exploratory options. If UCI RA is established and metadata DB is provided, additional information is served to consumers with real-timely selected materials. Synergy effects are expected if DB service providers cooperate with UCI RA. Fig. 2 shows a business case of ABII Publisher for practical use of DB service. After materials are digitalized, they are transmitted to libraries and consumers through contents syndicators and databases. A user could search expected materials easily and conveniently by use of DB service on the basis of UCI.

IV. Conclusions

We reviewed two business cases; publishment of digital contents and DB service of digital contents. This digital contents distribution model on the basis of UCI would certainly be applied to various business fields such as digital contents portals, peer-to-peer contents transactions, and mobile contents commerce. A content could be distributed both online and offline. So, the identification system UCI should be an important infrastructure for distribution industries in the future. It is urgently needed to focus on proliferation of UCI in the digital markets and create various business models on the basis of UCI. The digital contents industry should also perform multilateral research on market positioning and role definition.

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