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CONTENT DIRECTIONS' FOUNDER TO ADDRESS DIGITAL RIGHTS MANAGEMENT ISSUES IN THE MEDIA AND ENTERTAINMENT INDUSTRIES, AT HARVARD BUSINESS SCHOOL "CYBERPOSIUM 2002" CONFERENCE

Cambridge, MA, February 6, 2002 – **David Sidman**, Founder and CEO of Content Directions, Inc., will address Digital Rights Management issues in the Media and Entertainment industries in a panel on Saturday, February 9, from 4:00 to 5:00 pm at the **Harvard Business School's "Cyberposium 2002" conference** (www.cyberposium.com).

Cyberposium is the premier student-run MBA conference on business and technology. Hosted at the Harvard Business School, it engages a broad student, academic and professional community. This year's speakers include: Tom Siebel (Chairman and CEO, Siebel Systems), Bruce Claflin (President and CEO, 3Com), Esther Dyson (Chair, EDventure Holdings), Charlie Rose (Host, Charlie Rose Show on PBS), and others.

Content Directions, Inc., is a Digital Object Identifier (DOI) Registration Agency and Internet services firm. The DOI uniquely identifies digital objects and provides a permanent link to the publisher and/or to other vendors or services designated by the publisher, thus facilitating online transactions including e-commerce, rights management, and digital distribution. The publishing industry is rapidly implementing the DOI, especially in the scientific journal sector where 99 international publishers have already assigned more than 4 million DOIs and are using them to cross-link the world's primary science literature. But the DOI applies equally well to all other media industries, as well as applying more broadly to any kind of Internet-based information such as database records, medical records, or online information about physical products.

In the eyes of **Dr. Robert Kahn**, recipient of the U.S. government's National Medal of Technology for his role as principal architect of the Internet in the early 1970s, and President of the non-profit Corporation for National Research Initiatives (CNRI) which developed the DOI's underlying "handle" technology about five years ago: "With the help of efforts like the DOI, the Internet is poised to reach the next level as an information-sharing environment. Whereas the 'first-generation' Internet successfully interconnected diverse computer systems and networks at the *level of communicating packets*, the next generation will unify diverse information storehouses, resource

discovery mechanisms, and cross-system communications at the *information* level. The applications demonstrated [at the Frankfurt Book Fair – October 2002]...prove that this potential is already being demonstrated by use of the DOI and related technology being brought to market by Content Directions and the other participants. These applications represent the tip of the iceberg in terms of the economic value that will be unleashed by the widespread adoption of this new approach.”

Cyberposium unites MBA students, academics, and industry leaders to interactively explore and share the latest provocative thoughts on technology and business. The three-day conference, February 8-10, is run by 150+ volunteer MBA students from more than 25 MBA programs around the world. Conference highlights include visionary presentations, panel discussions, How-To Sessions, career networking, and the Cyberposium TechShow. This year, more than 150 corporate participants, from leading hardware, software, content and communication companies, to venture capital and consulting firms — including more than 60 CEOs and Founders — will participate in Cyberposium. Extensive networking opportunities and a career fair bringing companies together with MBA students from the leading universities interested in pursuing careers in high-tech and new media related industries

Other panelists at Saturday’s **Digital Rights Management in Media & Entertainment** panel are Orin Herskowitz (The Boston Consulting Group), Rajan Samtani (ContentGuard), Jorge Contreras (Hale & Dorr), and Steve Banfield (RealNetworks).

About the Digital Object Identifier (DOI®)

The Digital Object Identifier (DOI) is a system for identifying and exchanging intellectual property in the digital environment. It provides a framework for managing intellectual content, linking customers with content suppliers, facilitating electronic commerce, and enabling automated copyright management for all types of content. Using DOIs makes managing intellectual property in a networked environment much easier and more convenient and allows the construction of automated services and transactions for e-commerce.

The DOI is like the UPC (bar code) in the physical world, but for Internet-based resources such as digital content published online; it uniquely identifies digital objects and provides a permanent link to the publisher, thus facilitating online transactions of all kinds, including e-commerce, rights management, and digital distribution. It is based on technology developed by Dr. Robert Kahn, one of the principal inventors of the Internet.

The DOI initiative began as a project of the Association of American Publishers’ Enabling Technologies Committee. It was officially launched in October 1997 at the Frankfurt Book Fair, following a prototype phase lasting from July through October 1997 in which nine publishers participated. After the 1997 Book Fair, an invitation to obtain a prefix and register DOIs was extended to the international publishing community. Since 1998 the DOI has been managed by the International DOI

Foundation (IDF; www.doi.org; Dr. Norman Paskin, Director), which is responsible for its ongoing development, policies, and governance. (“DOI” and “doi.org” are trademarks of the IDF and are registered with the U.S. Patent and Trademark Office.)

About Content Directions, Inc.

Content Directions, Inc., is a DOI Registration Agency and Internet services firm dedicated exclusively to implementing and promoting the use of the Digital Object Identifier (DOI). This includes consulting on how the DOI can increase an organization's revenues and cut costs, as well as actually registering DOIs for digital content. Additional information on the DOI, and on CDI's products and services, can be found at www.contentdirections.com or by emailing info@contentdirections.com.

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