

**Specification of Competency Standards**  
**for the Information & Communications Technology Industry**  
**Unit of Competency**

Functional Area - Operations Management

Title	Select digital rights management system
Code	108008L4
Description	This unit of competency applies to all Digital Media Technology (DMT) practitioners entrusted with the task of selecting a Digital Right Management (DRM) system. DRM system is used to protect and manage the Intellectual Property (IP) ownership, commerce and privacy rights of organisation's digital assets through control of distribution and access. This UoC concerns control of distribution over network (Internet and LAN) rather than physical media, such as CD-ROM, DVD, blue-ray, USB memory stick (thumb drive), etc.
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge for selecting digital rights management system</p> <ul style="list-style-type: none"> <li>• Possess basic project management skills to be capable to perform fact finding and analysis of various DRM systems, and make recommendation</li> <li>• Possess good communication skills to be able to communicate with all levels of stakeholders or users</li> <li>• Possess good knowledge of DRM functions and technologies (online and offline)</li> <li>• Possess good knowledge of DRM laws and restrictions for owners and consumers, such as: not providing misleading information, public broadcasting of songs, making private copies, etc.</li> <li>• Possess basic knowledge of Hong Kong Intellectual Property ordinance and laws</li> </ul> <p>2. Select digital right management system:</p> <ul style="list-style-type: none"> <li>• Confirm the term of reference with appropriate stakeholder (senior manager, project manager or supervisor)</li> <li>• Determine the type of the DRM system to be selected: <ul style="list-style-type: none"> <li>○ Manage distribution and control usage (i.e. games distribution)</li> <li>○ Enterprise DRM system</li> <li>○ Both of the above</li> </ul> </li> <li>• For enterprise DRM, determine what features and functions required to support or integrated with other systems, such as but not limited to: <ul style="list-style-type: none"> <li>○ Persistent protection – access control set by rights holders from other system or location are enforced</li> <li>○ Intercompany transactions – interacting with other companies' systems without compromising security</li> <li>○ Transfer of rights – staff movement between departments or sister companies, functions needed to perform transfer, assign who can do the transfer, etc.</li> <li>○ Track usage of DRM works – Monitor access of usage pattern and usage of confidential data</li> <li>○ Easy identification</li> <li>○ Easy verification</li> <li>○ Handle access right at per asset, team and division</li> </ul> </li> <li>• For managing distribution systems, determine what features and functions that protects IP of assets that are transacted online, such as but not limited to the following: <ul style="list-style-type: none"> <li>○ Support the business model – controls on customer purchase, subscription, rental, enable single and/or multiple playback, streaming, downloading, etc.</li> <li>○ Encryption</li> <li>○ License management – activation and number of activations, etc.</li> </ul> </li> </ul>

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	<ul style="list-style-type: none"> <li>○ Access control by asset and brand level (or customisable)</li> <li>○ Able to detect location, hardware/software requirements, and/or device type so that the correct version of media can be provided to the consumers</li> <li>○ Intuitive user/customer interface to facilitate access with concise and precise messages that the users can follow</li> <li>● Prepare a feature list in order of preference</li> <li>● Perform research, to determine whether “canned” products can satisfy the feature list or customised DRM system is needed</li> <li>● Formulate a report and deliver presentation to stakeholders, project managers or supervisors</li> </ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>● Apply industry best practices with consideration of local IP laws and consumer rights to select the best DRM system that is fit for the organisation business purpose</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> <li>● Understand and confirm the term of reference for the selecting the organisation DRM system</li> <li>● Organise fact finding sessions and collect all view points from various stakeholders to formulate a DRM system functions requirement list</li> <li>● Present and recommend a suitable DRM system based on research made on “canned” systems and the required functions and features indicated by stakeholders</li> </ul>
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