



DCIA P2P-for-Games Working Group (PFGWG) Mission Statement

Mission

To work jointly and cooperatively with leading peer-to-peer (P2P) software developers and distributors, online games publishers and marketers, and other qualified entities involved in games distribution over broadband networks, to ascertain appropriate and voluntary best practices to optimize the commercial distribution of digital games and updates to games systems of end-user consumers, including computers, game consoles, handheld and mobile devices, by means of P2P applications, P2P-enabled software, and related P2P technologies.

The mission will be carried out in two or more phases: phase one will focus on consumer protection; phase two will focus on intellectual property (IP) protection. Additional follow-on phases may be added as determined by P2P-for-Games Working Group (PFGWG) participants.

Objectives

Phase One

- Provide P2P software developers and distributors with practices and procedures designed to instill the greatest degree of consumer confidence in, adoption of, and satisfaction with P2P technologies used for the distribution of digital games and updates
- Provide online games publishers and marketers with practices and procedures designed to instill the greatest degree of consumer confidence in, adoption of, and satisfaction with digital games and updates distributed by means of P2P technologies
- Offer consumers optimal transparency, control, and value when using P2P technologies for the distribution of digital games and updates

Phase Two

- Provide P2P software developers and distributors with practices and procedures designed to commercially optimize P2P technologies used for the distribution of digital games and updates to protect the IP of such content offerings
- Provide online games publishers and marketers with practices and procedures designed to commercially optimize digital games and updates in terms of IP protection for such content offerings being distributed by means of P2P technologies
- Offer relevant vendors and Internet service providers (ISPs) with recommendations to participate in the commercial enhancement of IP protection for digital games and updates distribution by means of P2P technologies

Overall

- Determine, validate, and encourage the adoption of methods for P2P software developers and distributors and online games publishers and marketers to work together

to enable innovative business models for digital games and updates distribution using P2P technologies and protecting the interests of consumers and IP rights-holders

- Provide compliance monitoring, digital rights management (DRM), online data tracking, payment services, and other support entities, as well as ISPs, with opportunities to commercially enhance the distribution of digital games and updates by means of P2P technologies
- Establish appropriate and voluntary best practices for the deployment of P2P technologies for digital games and updates distribution to meet the above identified objectives in a way that can be sustained by all of the necessary participants

Potential Participants

- P2P software developers and distributors
- Online games publishers and marketers
- Compliance monitoring, digital rights management (DRM), online data tracking, and payment services firms
- Internet service providers (ISPs)
- DCIA Member companies

Path to Progress

- Publish the Mission and Objectives of the PFGWG
- Publish a call for participants in the PFGWG and recruit a balanced representation of core members
- Announce the sponsors, leaders, and charter members of the PFGWG
- Draft and reach agreement on practices and procedures to fulfill the objectives of phase one
- Organize and conduct testing to validate the benefits of these approaches to end-user consumers, P2P software developers and distributors, and online games publishers and marketers
- Draft and reach agreement on practices and procedures to fulfill the objectives of phase two
- Organize and conduct testing to validate the benefits of these approaches to P2P software developers and distributors, online games publishers and marketers, vendors, and ISPs
- Prepare and publish voluntary DCIA guidelines for the recommended PFGWG business practices and procedures and their adoption based on results of the testing
- Develop and implement a compliance program