



## **The DCIA Endorses Beijing IPRP Forum**

### **Trade Group Calls For Increased Global Cooperation Among Content And Technology Interests**

**November 17, 2005 – Arlington, VA** – The Distributed Computing Industry Association (DCIA) commends the Chinese Institute of Policy Studies (CIPS) and the China IPRP (Intellectual Property Rights Protection) Coalition for hosting the historic Anti-Piracy Global Forum on November 16th in Beijing, China.

This gathering began a meaningful process of seeking solutions for how best to implement efficient IPRP strategies, not only for China's emerging market, but also for technology/distribution and media/entertainment companies worldwide.

DCIA Member company senior executives had this to say:

"The Chinese broadband marketplace and the vibrant and growing Chinese economy present a unique opportunity to many, including independent and emerging content providers who may be able to access that market through peer-to-peer (P2P) technology and other digital media delivery platforms. We salute event organizers for putting together this terrific forum." -- Trebor Lloyd, CEO, City Canyons Records

"My music conveys a message of peace and uses the Internet as a means to connect us all. As a Member of the DCIA and the 'most searched for' independent artist on the P2P networks, I can tell you it is an exciting time for artists and businesses worldwide. I hope to soon be able to reach across the digital globe and share art, theory, thesis, poetry, ideas, music, and film with the people of China. Our shared experiences will guide us to a better understanding of humanity." -- Scooter Scudieri, Artist & President, FirstROCKstaR.com

"The business development issues related to the Chinese broadband marketplace are critical to our success at indie911.com. Presenting great media to the Asian market across a broad range of distribution possibilities is a key focus for our company. The chaotic changes within the music and film industry from corporate consolidation, downsizing, and roster cuts have created enormous opportunities for the independent sector, which we are excited about pursuing in China." -- Justin Goldberg, CEO, indie911

"KlikVU endorses the efforts of the event organizers, who understand that new media technologies are the next wave of human progress, and the important role of China in that development. Our interests are security of intellectual property, open access to the widest audiences for the greatest variety of content, and the empowerment of new media and e-learning." -- Lowell Feuer, CEO, KlikVU

"China is our top market priority; above all others, the US market included. With state of the art cell-phone networks and a nascent financial services industry, we believe that our peer-to-peer cash transfer system will become a standard in China. This will naturally lead to a worldwide standard with the traction we are developing in China." -- Tom Meredith, President, P2P Cash

"The Forum holds an exciting opportunity to initiate policy that will lead the world. The US and Europe are frozen by restrictive laws and litigation. In contrast, China can re-ignite innovation by promoting market-based solutions that both promote P2P technology and protect content owner rights." -- Marc Freedman, CEO, RazorPop

"Sharman Networks Limited welcomes this initiative to drive forward ways in which P2P may provide China with the most efficient way of distributing content and communications securely and legitimately." -- Alan Morris, Executive Vice President, Sharman Networks

China is rapidly embracing new technologies. It is easier for China than Western societies to adopt new technologies in various sectors because there are no legacy systems to impede progress. China can move ahead faster. This is particularly true with digital media.

China is demonstrating proactive leadership by such actions as commissioning [IDV-GMOD](#), the US based company which invited DCIA participation, to address IP piracy issues. This landmark agreement positions IDV-GMOD as the "gate keeper" to the massive China IP and mobile media market. This is what CIPS has considered to be SOFT ACCESS, which is done with positive consent and support of both China State affiliated companies and top China government leaders.

As the economy of China develops, the rise of a larger middle class will increase exponentially. This growing demographic will search for new entertainment options and ways to spend discretionary income. China is developing a secured platform that will protect the IP rights of delivered media content. Implementing proactive policy, enhanced technology, and diligent enforcement will be vital to long-term success of technology and content industries in China and the global market.

In collaborative support of IDV-GMOD's "One World Media Platform," California-based Media Rights Technologies (MRT), which initially demonstrated its robust digital rights management (DRM) super-distribution solutions at the DCIA's quarterly general meeting, participated in the forum and formed a strategic alliance to create solutions for IPR protection.

MRT CEO Hank Risan believes its technology, "opens the door to truly secure and distribute content across all digital platforms including cell phones, computers, and P2P networks."

"We applaud event organizers for assembling global leaders to address pertinent issues affecting the Chinese broadband marketplace related to the development of digital media delivery platforms, including P2P, which is our primary area of interest. The potential for this forum to benefit worldwide commercial development of file sharing and other Internet distribution technologies is enormous," added DCIA CEO, Marty Lafferty.

#### **About the DCIA:**

[The Distributed Computing Industry Association \(DCIA\)](#) is a non-profit trade organization focused on commercial development of peer-to-peer (P2P) file sharing and related distributed computing technologies.

Its Members are listed alphabetically on the Join page of [www.dcia.info](http://www.dcia.info). [BigChampagne](#) serves as the DCIA's official industry data resource.

DCIA Membership is organized into three Groups: Content, Operations, and Platform. The DCIA conducts working groups and special projects, such as the [Consumer Disclosures Working Group \(CDWG\)](#), [P2P PATROL](#), and the [P2P Revenue Engine \(P2PRE\)](#). It also publishes the weekly online newsletter [DCINFO](#).

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