

UCI 기반 콘텐츠유통모형 구축

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Establishment of a Contents Distribution Model on the Basis of UCI

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● Abstract ●

Many enterprises have various business models with the distribution structure on the basis of UCI. However, this tries are performed locally. So, there are still many side-effects for other enterprises to share contents mutually. We propose a contents distribution model on the basis of UCI. We first research on contents syndicator and its requirements. And the we establish a standard model for contents distribution.

키워드: UCI, Contents, Distribution

I. Introduction

Most of Enterprises have various business models with the distribution structure on the basis of UCI. If we could identify digital contents by use of UCI, we would create lots of additional services for consumers. Many enterprises have tried to use CMS(Content Management Systems) in order to manage their digital contents by assigning identifiers. But, since this tries are performed locally, there are still many side-effects for other enterprises to share contents mutually. The objective of this research is to establish a business model on the basis of UCI management systems, so as to remove these side-effects.

II. Contents Syndicator

Contents Syndicator has a business model to sell digital contents on the behalf of many contents manufacturers. By forming a contents market, contents syndicator has merits such as collecting contents, dealing contents, and selling

contents in the field of the distribution industry. That is to say, it has a business model for complex mediation type with providing related consulting and solutions. So, this contents syndicator uses UCI in order to satisfy requirements of customers and distributors in digital contents markets.

III. Requirements Analysis

There are four major requirements of contents syndicators. Above all, from the viewpoint of consumers, an infrastructure should be provided so as to explore desired contents easily. An interface with a function of real-time search by use of UCI metadata would certainly give a big help to users. This business model would maximize its positive effects if applied to many contents syndicators, not a single contents syndicator. Secondly, consumers need authentication of both contents quality and transaction (selling or buying contents) quality. This need is required by contents syndicators. Thirdly, it is necessary to collect records while distributing or using contents. This information is helpful to establish

marketing plans. Lastly, contents syndicators want to limit the scope of users' contents usages. It could be considered to add an attribute to limit usage scope to UCI metadata,

IV. Establishment of a Business Model

Digital Contents market is expected to distribute many digital contents among many manufacturers and many syndicators. In order to operate contents distribution market effectively and efficiently, a basic frame work is needed to share information mutually among lots of related market players. Against this backdrop, UCI would be widely used. The players are agency for quality authentication, agency for transaction authentication, copyrighter, and UCI RA(Registration Agency). The model (Fig. 1) implies our proposed model for contents distribution on the basis of UCI with two contents manufacturers I and II. If a copyrighter admits a content, the contents transmits the content to contents manufacturers and then to contents syndicator. An user can access the contents with payment. During the procedures, the agency for copyright management controls copyright information and the agencies for quality authentication or transaction authentication also manage exchange of authentication information.

V. Conclusions

Our proposed model would improve service quality for consumers as well as efficiency for enterprises, by sharing digital contents mutually among many enterprises. Also, in managing copyrights, UCI is very helpful. Our model, contents distribution model, is would be expanded to various industries, with not only basic information to identify UCI and but also additional metadata.

References

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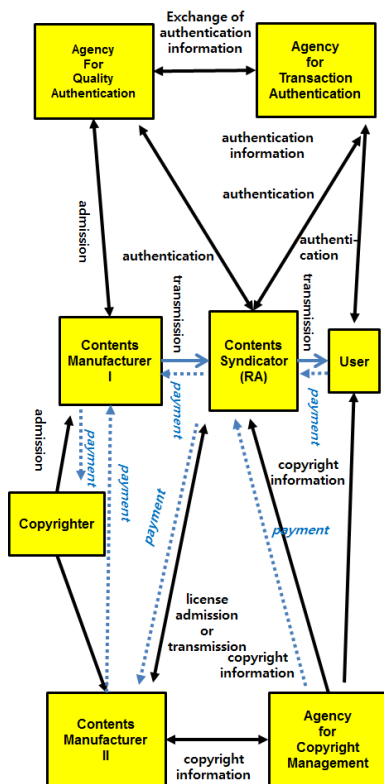


Fig. 1. Contents Distribution Model