The iPad – From a Content Protection Perspective



The iPad – From a Content Protection Perspective

The positive

- 1.Device aimed at users of streaming services
- 2. Novice user will opt for 'iTunes and App store' type of use
- 3.Device allows for some technical protection measures as well as e-Commerce environments that allow for digital rights management
- 4. The iPad essentially acts as a digital wallet (a multifunctional credit card) so users will be much more aware that digital content can have a value
- 5.The iPad, like the iPhone may not be too appealing to the pirate type due to its closed (technological) environment On the other hand, the iPhone has been 'jailbroken' and the iPad will share the same fate

The iPad – From a Content Protection Perspective

The potentially negative

- 1.Converting existing movies (Pirated, Blu-ray or DVD) to the .m4v format suitable for the iPad will take about 1 hr per movie using application such as 'Handbrake'
- 2.The typical ripped Blu-ray file, made ready for the iPad, will take up 1.5 Gigabyte of disk space.

 On average a 64 GB iPad will be able to carry 40 high quality rips
- 3.Although the above steps may only be taken by those accustomed to pirating content, the nature of this platform will smoothen large scale exchanges of clusters of movies (iPad to iPad)
- 4.As the iPad is the first true 'iPod Video', offering a much better viewing experience than many of its competitors, we will only now start to see customers engage in mp3 (iPod) and eBook (eReader) type of behaviour. Secondly, we can expect them to go and add PVR type of (TV broadcasting) recordings to the iPad
- 5.Although quite cumbersome (at least three different video adapters are available and each has different functionalities) it is possible to display content on external devices such as projectors and TV's. It is also possible to both display and stream content from a desktop computer to an iPad. The wired and wireless streaming of iPad data to external (remote) screens is expected to become very popular
- 6.Although most pirates will tend to go and download content illegally, to first put it on desktop computer and only then convert it to the iPad, it is not difficult to foresee a future wherein they may go and enable inter-iPad file sharing or file streaming.