**Advantages and disadvantages of DRM schemes**-

Advantages of DRM Protection

* An Extra Layer of Protection. The key benefit of DRM for publishers is that it provides an extra layer of security for their eBooks, manuscripts, and other documents.
* Protects Revenue
* Increased ROI
* Control Access to Your Content
* Prevent IP Theft
* Ensure Regulatory Compliance
* **Benefits of Digital Rights Management**
* Digital rights management solutions provide the ability to share data/file but still retain control over who can access and what they can do. Secure file collaboration and the need to share files with sensitive information with 3rd parties is a necessity for companies of any size, in any industry. DRM’s benefit include:
* **1. Digital rights management educates users about copyright and intellectual property**. Most people are not concerned with copyrights and are passive when it comes to DRM. As long as they can access the content they like, they have no issue with smaller details. With DRM in place, companies can communicate to users what they can and cannot do with respect to digital content.
* **2. DRM helps make way for better licensing agreements and technologies**. Digital rights management technologies are aimed at restricting the ways in which users interact with content, such as listening to music on multiple devices or sharing content with friends with family. Users who do not want to be restrained by DRM codes are able to support vendors who offer and sell DRM-free content, thus encouraging vendors to look for other technologies that are better at licensing than DRM.
* **3. Digital rights management helps authors retain ownership of their works**. It is very easy for a company or user to copy content from someone else’s e-book and rebrand it as their own. With DRM, it is possible to stop anybody from altering content. This also applies to scientists who rely on DRM to protect their inventions.
* **4. Digital rights management helps protect income streams**. Video and moviemakers spend money to create their videos in the hopes that they will be able to recoup their investments once it hits screens, or when it streams or is distributed online. DRM can help ensure that only paying users are able to watch the video or movie. It also ensures that the video is only accessible to a certain audience. For instance, videos with adult-oriented content should only be accessible to adults who can verify their age.
* **5. Digital rights management can help secure files and keep them private**. DRM effectively prevents unauthorized users from seeing or reading confidential files.
* Digital assets comprise a substantial portion of the content that people consume and interact with on a daily basis. The digital world opens up the door to a whole new realm of possibilities when it comes to [**protecting sensitive information**](https://digitalguardian.com/blog/expert-guide-securing-sensitive-data-34-experts-reveal-biggest-mistakes-companies-make-data), including [**intellectual property**](https://digitalguardian.com/solutions/ip-protection). Far gone are the days when authors needed to be concerned only with consumers running a book through a copy machine. In today’s digital world, [**digital rights management**](https://www.vera.com/) is imperative for companies spanning every industry to protect their information assets.

# **Disadvantages of Digital Rights Management (DRM)**

A major disadvantage of DRM is the issue of privacy because it DRM systems takes user information which can be used by publishers and creators of contents. As per copyright law a person who has purchased the electronically published content has right to make any number of copies for personal usage but DRM limits this usage. A consumer also has the right to sell the electronically published content that is already purchased but DRM restricts the content to be viewed on other devices. Activities of consumers are also tracked by companies through DRM who are using the electronically published content and the privacy of users is compromised. DRM systems can influence over technological advancements as it restricts the usage and sharing of the digital content.

There are no established set of rule and standards for DRM system and they are designed and developed keeping in view the requirements of the customers. Unlike copyrights which are implemented on the basis of standard rules and regulations DRM has no such procedures and simply designed to protect the electronically published against illegal distribution and sharing.

The difficult part for the DRM is to control the sharing of the electronically published content once it is in the possession of the user. As there are many techniques for hacking the content and sharing it with other DRM cannot act against all of them in an effective way. Once the e-book is downloaded on the device of the user it is difficult for the DRM system to monitor and control its usage because the user can share it with anyone. No matter how strong restrictions are place by the DRM systems it gets difficult to control the usage once it is held with the user of the content because only software programs are implemented to control its sharing and copyrights and there are no subjective measures which can measure the intentions of the user who can personally share the content with anyone.

Still restrictions are in place through DRM systems which limits the ability of the user in terms of usage of the content. For large media companies it becomes very difficult for monitoring all users who are downloading the media files and then sharing it with others and they can only implement DRM systems but their capacity is limited in controlling the access and usage rights for the all users who are downloading the media files and using it over different devices. Despite advantages of DRM systems it has its own limitations. Ecommerce industry has not established DRM standards which can be implemented across the board and many companies opt for the basic DRM systems which are designed in protecting the content from being copied and shared. Companies like Apple have developed specialized products that uses specific DRM system which protects their content from being hacked.