

ABSTRACTS

The development of IT technology is making various digital media adaptors(DMAs) available. Among them, personal broadcasting devices such as Locationfree, Slingbox, and Booomtv can transmit AV signals through internet and broaden a broadcasting reception range. This means a new possibility of distribution for broadcasting content's distribution. Historically, the technology enlarging a broadcasting reception range or overcoming the limitation of time and place has challenged copyright many times. Those products above are hotly debated by broadcasters, too. By reviewing related laws, this paper examines the possibility of legitimate use of DMAs and argues that the Copyright Act functioning to adjust the beneficial balance among mass media can contribute to the broadcasting policy in the era of multi mass media.

Keyword : copyright, neighboring right, digital media adaptor, internet, broadcast