WHAT IS CLAIMED IS:

1. A contents transmitting apparatus, the apparatus comprising:

a policy storing unit storing information on devices allowed for decryption of contents;

a policy processing unit determining whether a target device, to which an encrypted content is transmitted, is a device allowed for decryption ~~based on the information stored in the policy storing unit~~;

a decryption unit decrypting the encrypted content; and

a control unit controlling the decryption unit to decrypt the encrypted content and transmit the decrypted content to the target device if the target device is the device allowed for decryption.

2. The apparatus of claim 1, wherein the control unit controls the decryption unit to decrypt the encrypted content and transmit the decrypted content to the target device in case that the target device is a device allowed for decryption and the encrypted content is allowed to be decrypted.

3. The apparatus of claim 1, further comprising a rights processing unit determining whether a decryption right of the encrypted content is designated to a user requesting a transmission of the encrypted content,

wherein the control unit controls the decryption unit to decrypt the encrypted content and transmit the decrypted content to the target device if the target device is a device allowed for decryption and the decryption right is designated to the user.

4. The apparatus of claim 1, wherein the policy processing unit determines that the target device is a device allowed for decryption when identification information of the target device is included in the information on devices.

5. The apparatus of claim 1, further comprising an encryption unit encrypting contents,

wherein the control unit controls the encryption unit to encrypt an ordinary content to be moved or copied to an external storage device.

6. A contents transmitting method for transmitting contents by using a contents transmitting apparatus which includes a policy storing unit, a policy processing unit, a decryption unit and a control unit, the method comprising:

(a) at the policy processing unit, determining whether a target device, to which an encrypted content is transmitted, is a device allowed for decryption ~~on the basis of~~based on a device list being stored in the policy storing unit and containing information on devices allowed for decryption of contents;

(b) at the decryption unit, decrypting the encrypted content if the target device is the device allowed for decryption; and

(c) at the control unit, transmitting the decrypted content to the target device.

7. The method of claim 6, wherein, in step (b), the decryption unit decrypts the encrypted content ~~is decrypted~~ when the target device is a device allowed for decryption and the encrypted content is allowed to be decrypted.

8. The method of claim 6, wherein, in step (b), the decryption unit decrypts the encrypted content ~~is decrypted~~ when the target device is a device allowed for decryption and a decryption right of the encrypted content is designated to a user requesting a transmission of the encrypted content.

9. The method of claim 6, wherein, in step (b), the policy processing unit determines the target device ~~is determined~~ as the device allowed~~s~~ for decryption when identification information of the target device is included in the ~~information on~~ device~~s~~ list.

10. A ~~y computer-readable recording medium storing a~~ program for executing the contents transmitting method according to any one of claims 6 to 9 in a computer.

11. A computer-readable recording medium storing the program according to claim 10.