

# Copyright

A User's Perspective

# Three Problems

It's going to cost us money

There's already a solution in place

This isn't about copyright, it's about protecting an antiquated business model

# It will cost users money

- Businesses will begin restricting access to free internet services
- Legal advice, NAT addressing, filtering, HR issues will all cost business users significant cash outlay
- Huge gap in expectations between telcos and rights holders as to the cost of issuing notices
- Chilling effect on free Wifi services
- Ultimately the costs are borne by the customers

# There's already a solution in place

- iTunes offers this service to music buyers
- Netflix offers this service to TV watchers
- iCloud offers to wipe any copyright concerns for users for \$25 a year
- Easy to use/what the customers want

# This isn't a copyright issue

- This is more about protecting a business model than it is about protecting intellectual property rights
- By entrenching the old world model we limit the ability of the Netflixes/Hulus/Apples of the world to compete
- We force users to pay for the old business model and call them criminals for wanting content in a different, more accessible way.

- Disconnect between Marketing and Content Delivery teams - Marketing uses the internet as its primary mechanism, Content Delivery thinks it has to ship tapes around the world
- Extends beyond TV/Movies and music - the software industry (in particular gaming) is affected also

Russia used to pose big piracy problems to the company, simply because synchronisations didn't happen fast enough or were badly done. Pirates actually made the product available in time (and sometimes even provided synchronisations themselves) and a player who wanted to play the newest games more or less had to turn to a pirate.

Once they started launching their games at the same time in Russia as they did elsewhere, piracy dropped down to a non-issue.

Gabe Newell - Valve

<http://procrastinationamplification.com/piracy-is-it-really-a-problem/>