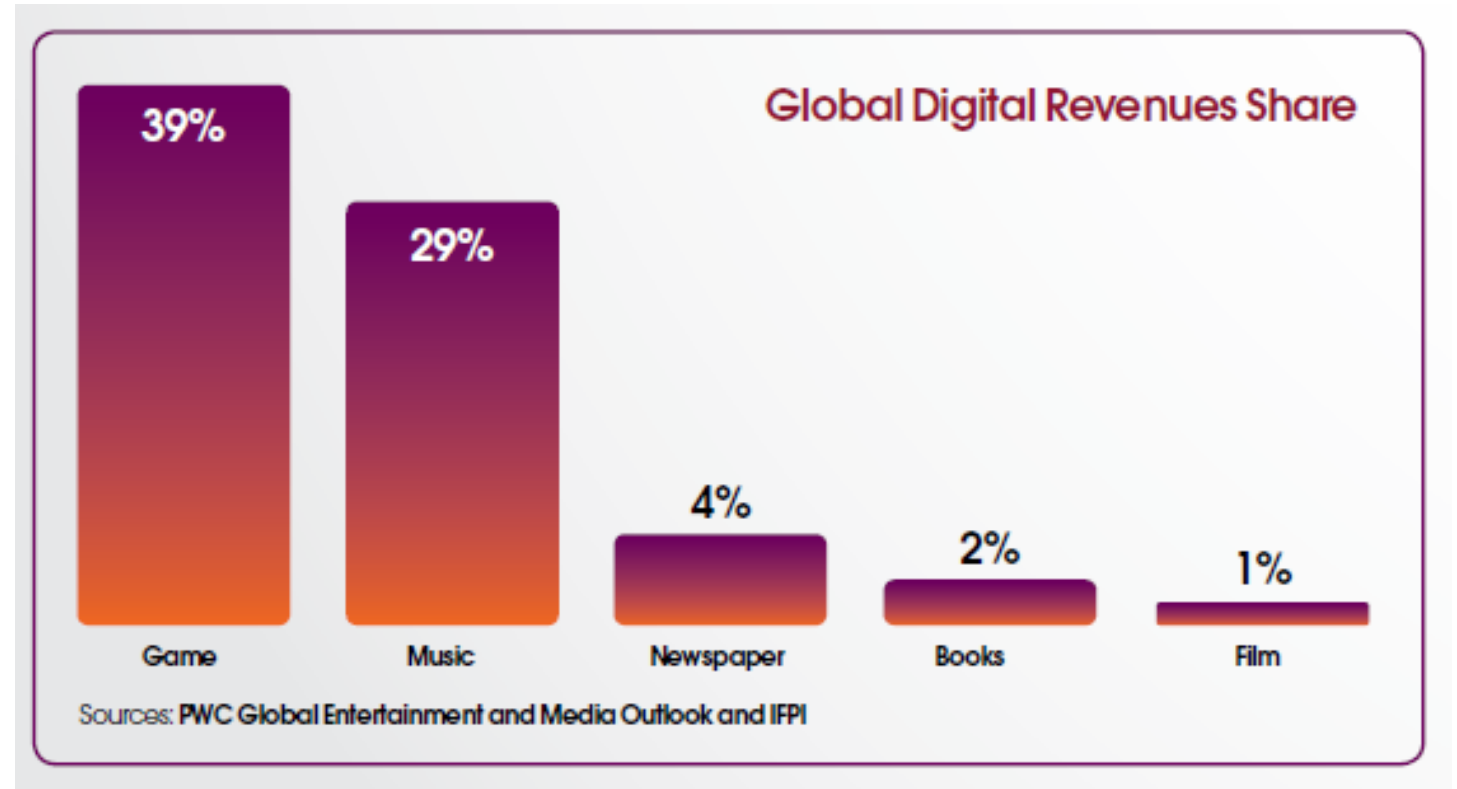


GROWING THE DIGITAL ECONOMY

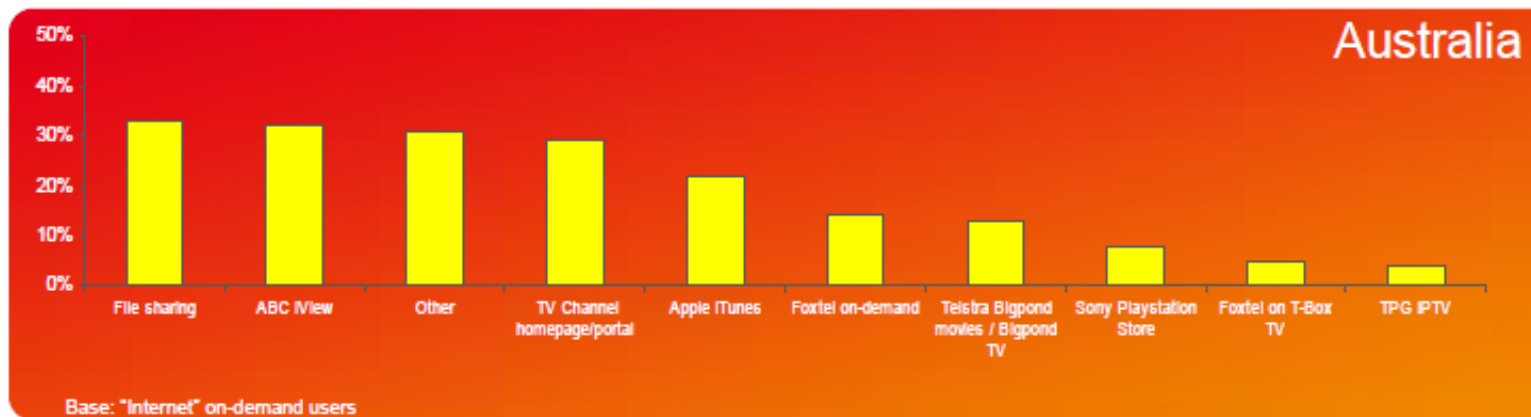
- ADAPTING COPYRIGHT TO FIT THE DIGITAL FUTURE



THE MARKET SUPPLY FAILURE OF LAWFUL DIGITAL CONTENT



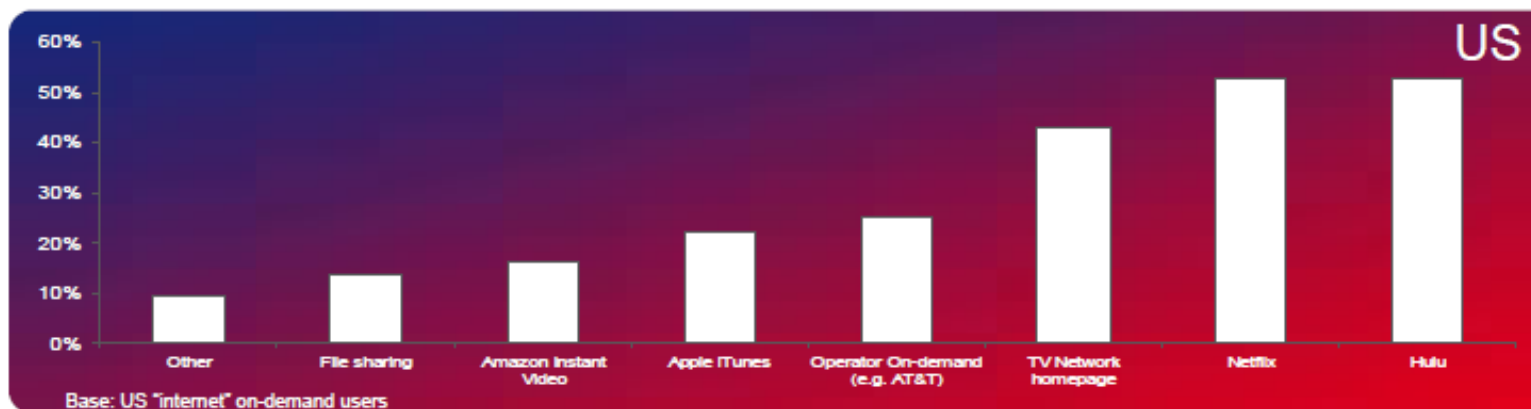
DIGITAL LAWFUL SERVICES DISPLACE FILE SHARING = GROWTH



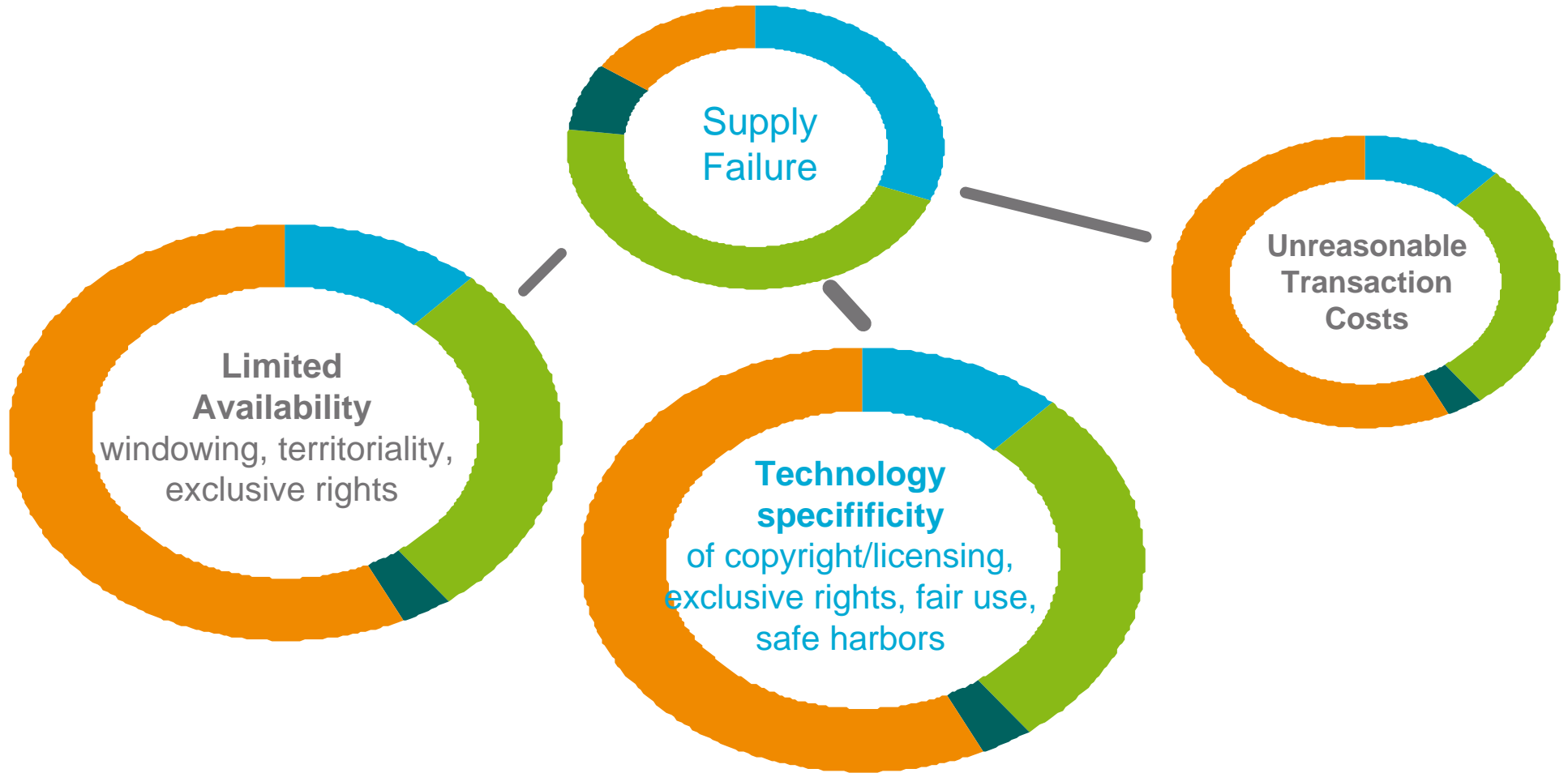
New & old content

Attractive pricing

User friendly & simple



ROOT-CAUSES OF THE MARKET SUPPLY FAILURE OF LAWFUL DIGITAL CONTENT



NEW POLICY APPROACH IS NEEDED TO SOLVE THE SUPPLY FAILURE OF LAWFUL DIGITAL CONTENT

A black and white photograph of a statue's head and shoulders, shown in profile and facing right. The statue has a textured, possibly stone or metal, surface and is set against a clear blue sky. It occupies the left side of the slide.

MODERNIZATION OF COPYRIGHT

PROMOTE MORE COMPETITIVE
MARKETS

MORE EFFICIENT RIGHTS
CLEARING

REASONABLE END USER
EXPECTATIONS MUST BE
ACCOMMODATED

WE THINK: KEY REFORM OBJECTIVES

PROMOTE OPEN AND COMPETITIVE MARKETS IN LICENSED DIGITAL CONTENT

WITH THE AIM TO INCREASE AVAILABILITY OF MORE LEGITIMATE DIGITAL CONTENT AT PRICES WHICH APPEAL TO CONSUMERS

DECREASE TECHNOLOGY SPECIFICITY OF COPYRIGHT, E.G. LICENSING, EXEMPTIONS/FAIR USE, SAFE HARBORS

WITH AIM TO PROMOTE INNOVATION

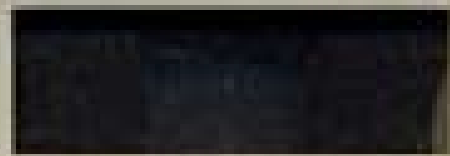
INCREASE EFFICIENCY OF LICENSING BY DECREASING TRANSACTION COSTS (TIME AND COMPLEXITY)

7149 005



STEREO

FOCUS ON Technology Neutral Copyright



1

Made
in
England

22' 37"

© 1974

All rights of the record producer and of the owner of the work reproduced reserved.
Copying, public performance and broadcasting without recording prohibited.
For full copyright details see label card

A NEW DIGITAL EXCLUSIVE RIGHT - AWATAD

DIMENSIONS OF DIGITAL AVAILABILITY >

- › **Time/Timing** > Windowing and Exclusive Licensing,
- › **Territoriality** > timed availability across nations, piracy arbitrage
- › **Territoriality/Place shifting** > follow me or roaming private media services > individual service in foreign territory
- › **Time/Device/Format shifting** with respect for
 - Private Use
 - Private Sphere
- › **Multi-Territorial licensing** > creation of regional mass markets (scale), creation of profitable global niche markets, price equalization
- › **Range of choice** > defined by factors described above and minimum upfront fees.



ANY SCREEN – REMUNERATION IN DIGITAL WORLD

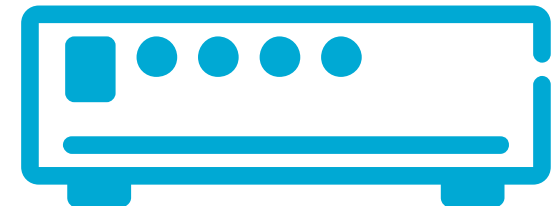
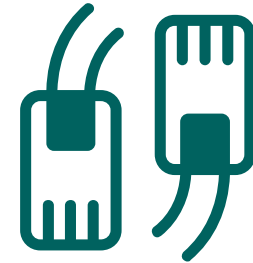
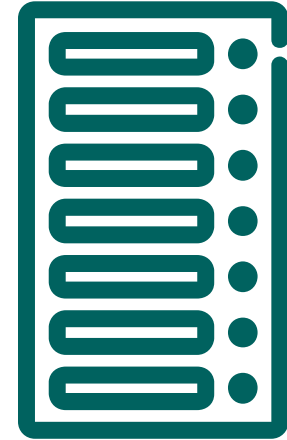
- › Remuneration based on actual, identifiable consumption based on ;
 - Download to Own
 - On-demand (time limited)
 - One time view
- › Irrespective of technology
 - Transmission Technologies
 - Delivery Networks
 - Devices
 - Screens



It is unreasonable to potentially triple the cost of identical content, over multiple screens for same user, use and content


PRIVATE STORAGE OF LEGAL CONTENT

- › The copy right regime and praxis should be applied **technology neutrally**, e.g. independently of any physical storage, architecture and media format.
- › Any storage solution architecture e.g. if the storage function is embedded in a local consumer device or in a network should be able to compete freely.
- › Notably, PVR and nPVR have the same functions and **should not be discriminated** by law or special consent from rights holders.
- › Hereby, **competition** between technologies is allowed and most suitable solutions will be accepted by consumers.



WE THINK – REASONABLE EXPECTATIONS – MUST BE ACCOMMODATED

- › Time shifting
- › Device shifting
- › Place shifting
- › Private copying
- › Private sphere



IN COMBINATION WITH A
LEGAL SYSTEM THAT
PROMOTES AVAILABILITY
OF DIGITAL LICENSED
CONTENT AND EFFICIENT
LICENSING

CONCLUSIONS

REFORM FOCUSED ON PROMOTING THE AVAILABILITY OF LAWFUL DIGITAL CONTENT,

- THIS IS ALSO THE SUSTAINABLE PATH TO DISPLACE UNLAWFUL ACCESS

SOLVE THE MARKET SUPPLY FAILURE OF LAWFUL DIGITAL CONTENT BY:

INCREASING THE AVAILABILITY OF LICENSED DIGITAL CONTENT:

- WINDOWING, TERRITORIALITY, HARMFUL EXCLUSIVE LICENSING

ENSURE TECHNOLOGY NEUTRAL COPYRIGHT REGIME:

- FAIR USE/EXCEPTIONS, SAFE HARBORS, EXCLUSIVE RIGHT (AWATAD), DECREASE TRANSACTION COSTS:

SIMPLIFICATION OF RIGHTS CLEARING, DCE, ONE-STOP-SHOP, CROSS-BORDER



ERICSSON