


Missouri Library Assn

## Copyright, Piracy and Personal Ethics

Jack Powers  
Director, International Informatics Institute  
Conference Chairman, Jupitermedia's CDXPO  
Adjunct Professor  
New York University  
City University of New York

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Courseware page:  
IN3.ORG/education/events/031001.htm



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## Digital Citizenship



- ♦ Rising Expectations
- ♦ Technological Empowerment
- ♦ Competing Interests
- ♦ The Public Good
- ♦ Personal Choices

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## Duplication

- ♦ Volume limitations
- ♦ Fair use




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## CD Duplication

- ♦ Perfect digital copies
- ♦ More than 1 billion pirated CDs
- ♦ One-off CD-Rs for personal discs
- ♦ Global music sales down 7.2%



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## Napsterization

- ♦ 14 million users in three years
- ♦ Convenience copying
- ♦ Many unpublished recordings



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### Low volume users

Number of Music Files per Household	
1-100 files	56%
101-500 files	28%
501-1000 files	8%
1001+ files	8%

Note: Should be read, "56 percent of the households that had digital music files on their hard drives had between 1 and 100 files"

Source: The IFPI Group

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### Expectations about Information

- ◆ Comprehensive
- ◆ Instantaneous
- ◆ Economical
- ◆ Ubiquitous
- ◆ Processable

- ◆ Essential
- ◆ Empowering

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### On-line Music

- ◆ Comprehensive
- ◆ Instantaneous
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- ◆ Empowering

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### Price Expectations of Digital Music

	\$0.01	\$0.50	\$0.99	\$1.45	\$1.99
Price of Digital Song					
Percentage of market reached	89%	82%	74%	42%	33%
Potential revenue ↑	10A	\$992.20	\$1,772.89	\$1,514.44	\$1,278.16

	\$0.01	\$3.00	\$9.00	\$12.00	\$10.00
Price of Digital Album					
Percentage of market reached	87%	72%	56%	12%	2%
Potential revenue ↑	10A	\$9,129.60	\$8,216.64	\$3,651.84	\$831.52

↑ Potential revenue is based on chosen low prices, target market size and which profits, and is calculated by multiplying the percentage of market reached by the price, multiplied by the sales price.

Source: Ziff Davis, August 2001

Source: Arthur Sponholz

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### RIAA Legal Attacks

- ◆ Brianna LaHara and 260 other users targeted
- ◆ 64 settled for \$2,500 to \$7,500
- ◆ File sharing traffic dropped 15%

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## Copyright Creep

- ♦ 14 years plus 14 years
- ♦ Life plus 50 years
- ♦ Work for hire: 95 years
- ♦ Individuals: Life plus 70 years
- ♦ Perpetual copyright

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## Software

- ♦ Copyrights vs patents
- ♦ Short shelf life of software
- ♦ Open Source
  - Free distribution
  - Source code
  - Derived works
- ♦ GPL: General Public License

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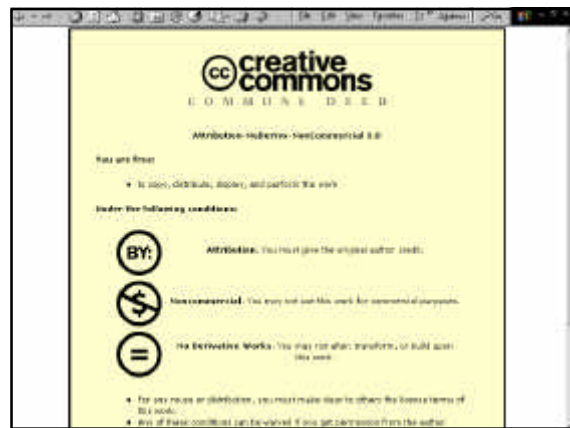
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## Creative Commons

- ♦ Customized Open Content license
  - Attribution
  - Commercial use
  - Derivative works



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The screenshot shows the Creative Commons Attribution-NonCommercial-NoDerivs 3.0 license page. It includes the Creative Commons logo and the text 'You are free to: copy, distribute, display, and perform the work' under the following conditions: Attribution (BY), Non-commercial (NC), and No Derivative Works (ND). It also states that for any reuse or distribution, you must make clear to others the license terms of this work and that all of these conditions can be waived if you get permission from the author.

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## Digital Rights Mgmt

- ♦ Copyright Cop in the Machine
- ♦ Limited License
  - to copy
  - to read
  - to edit
  - to sell
- ♦ "Trustworthy Computing"
- ♦ Monopoly reinforcement

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The screenshot shows the TCPA membership page. The title is 'TCPA Membership' and it includes a list of member companies such as AT&T, AOL, Amazon.com, Apple Inc., Autodesk, and others. The page also contains a list of member organizations like the American Library Association and the American Medical Association.



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## Personal choices

- ◆ Fair use
- ◆ Free listening is not stealing
- ◆ Labels vs artists
- ◆ Perpetual copyright
- ◆ Robot copyright police
- ◆ Respect for the law

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