

# Privacy of whom from whom?

*Tradeoffs that consumers seem willing  
to make (but pirates are not).*

**MediaSands**

*Hollywood Centered with a  
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**Media Strategies and Solutions, LLC**  
*Distribution | Integration | Security*

[www.mediasands.com](http://www.mediasands.com)

# Scenes and Actors

Scene 1: Clean, legitimate market

Actors: Consumers & Sellers

*Privacy of consumers from sellers?*



Scene 2: Dark alley, black market

Actors: Pirates & Enforcers

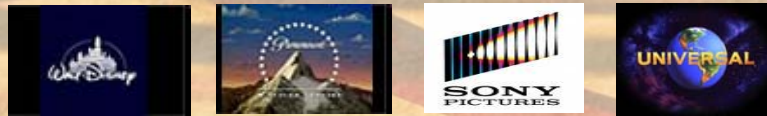
*Privacy of pirates from enforcers?*



# One actor, two roles

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- Sellers and enforcers are same entity...



...the owners/distributors



- Though sometimes the government will act on sellers behalf in enforcement regimes (like France's 3-strike regime).

Hadopi  
Haute Autorité pour la diffusion des œuvres  
et la protection des droits sur internet

# Security/Privacy Tradeoffs

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- Two reasons Content Owners and Distributors seek tradeoffs that reduce privacy

1. To ID and sell to their customers



- E.g., Ultraviolet (launched last month)
- TV Everywhere (rolling launch around the world)
- Similar initiatives bringing content to every device through multiple paths to the consumer (Disney Studio All Access).



2. To ID and thwart pirates.



# Acceptability of Tradeoffs

- Who will accept these tradeoffs?
  - Consumers will be happy to (if the service is compelling)



- Pirates absolutely will not (and will fight)



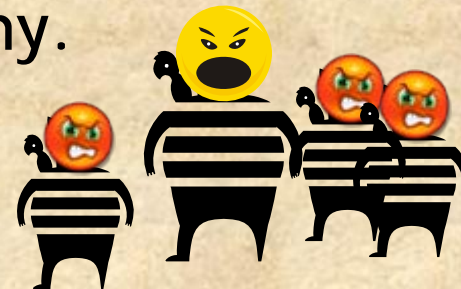
# Guidance for Policy Makers

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- Policy makers need to enable these legitimate tradeoffs between privacy of customer and security of service in the interest of economic growth in legitimate content markets.



- The loudest opponents to such policies will continue to be the pirates who are free loaders and do not contribute to a healthy economy.



# Thank you!

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## MediaSands

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