

New Channels to the World

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The World is changing (fast!)

Growth per year

4.0%

3.0%

2.0%

1.0%

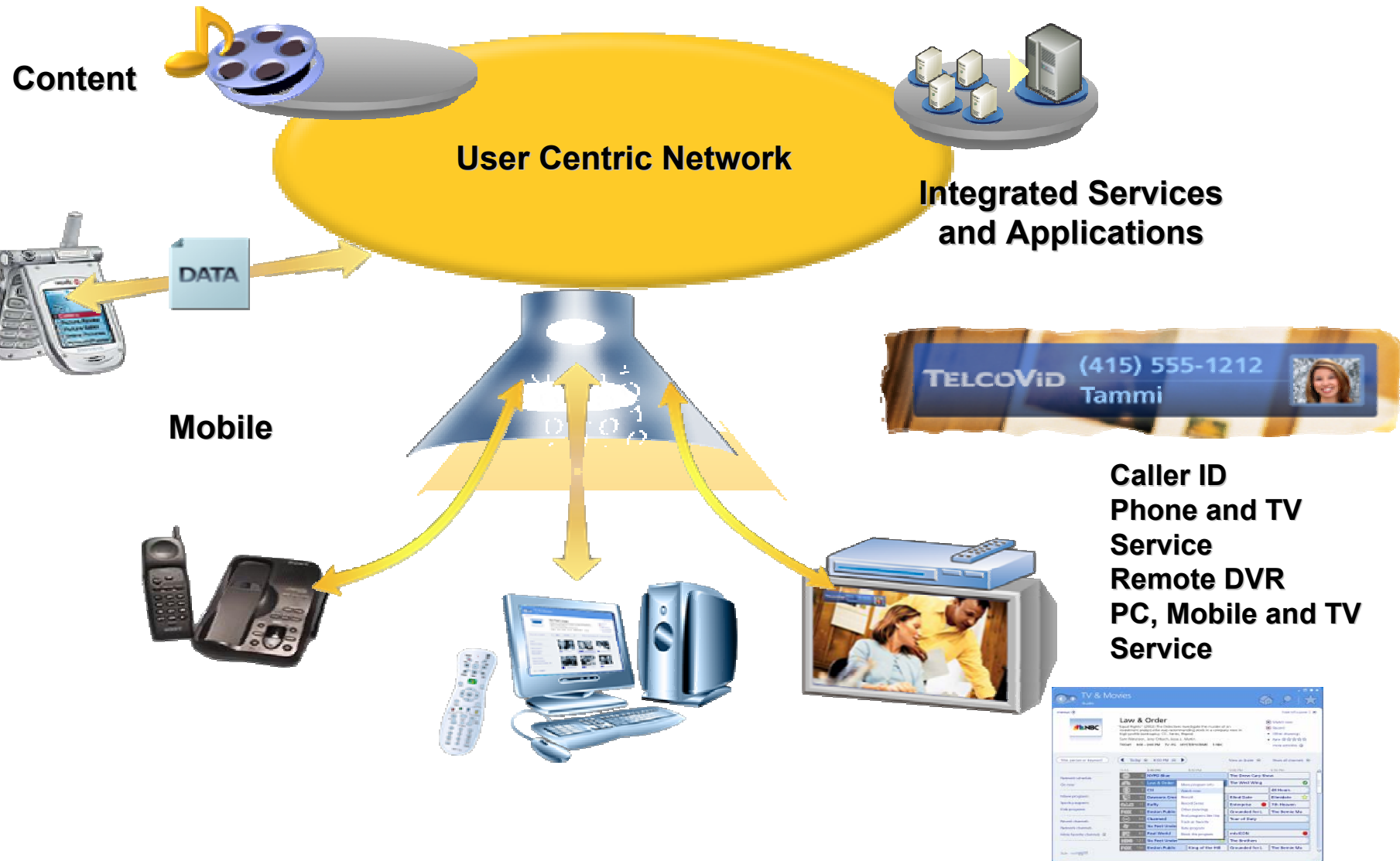
0%



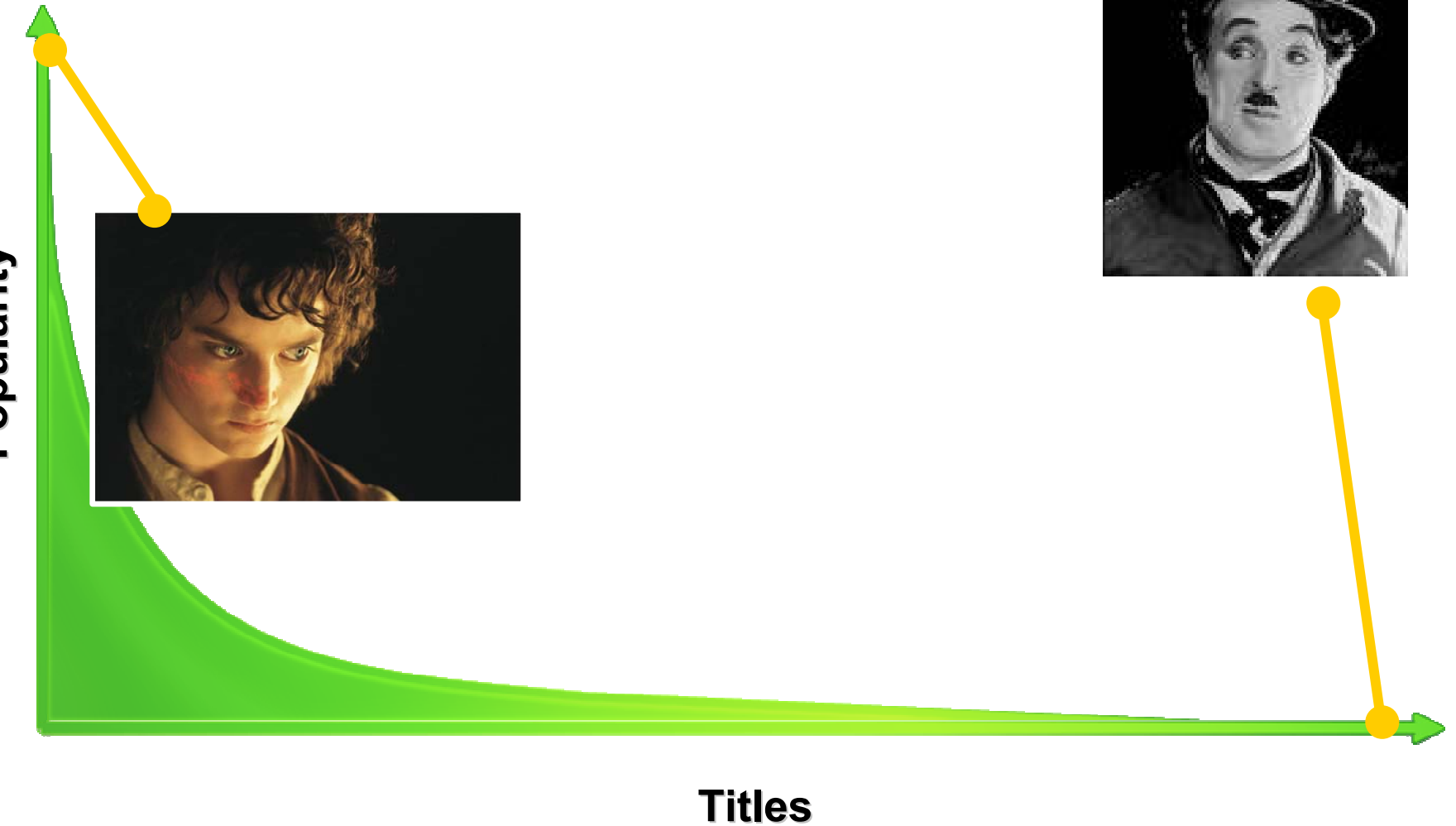
Growth rate: years to reach a quarter of the EU population

Source: IAB Europe

New Connected Experiences



The Long Tail

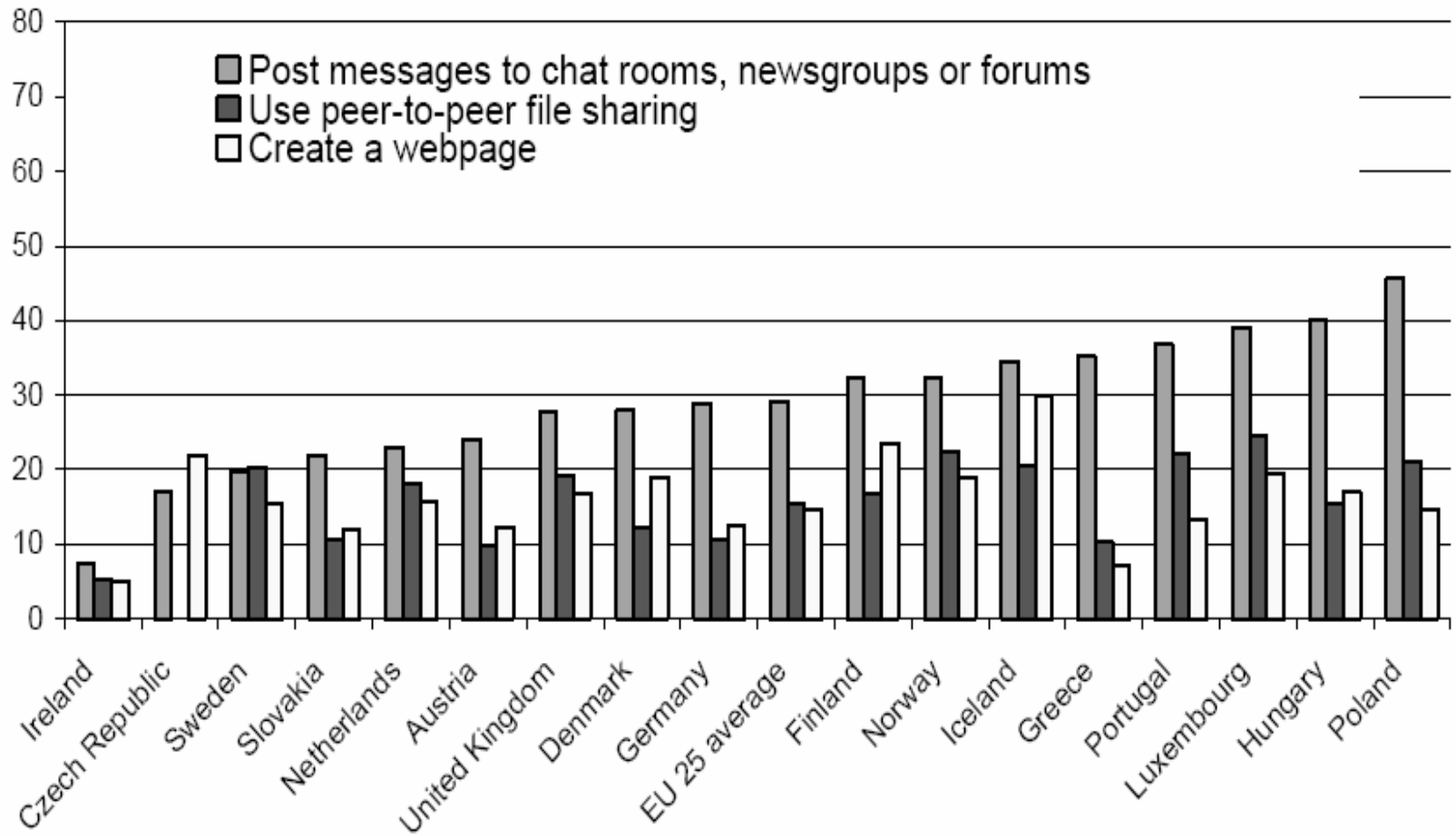


The Long Tail includes personal media



User Generated Content in the EU

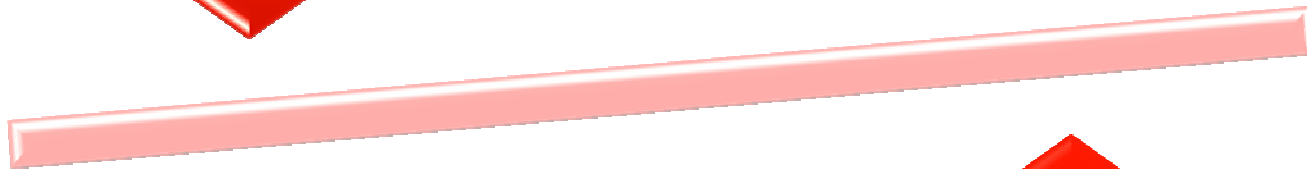
Age Group: 16-74 years



Copyright



Online Copyright
Infringement;
Liability of
intermediaries;
Increased Enforcement;



User experience and
privacy concerns



Role of Industry Initiatives -UGC Principles



VIACOM

CBS
CORPORATION

Microsoft



NBC UNIVERSAL



myspace.com
a place for friends.

veoh

Dailymotion

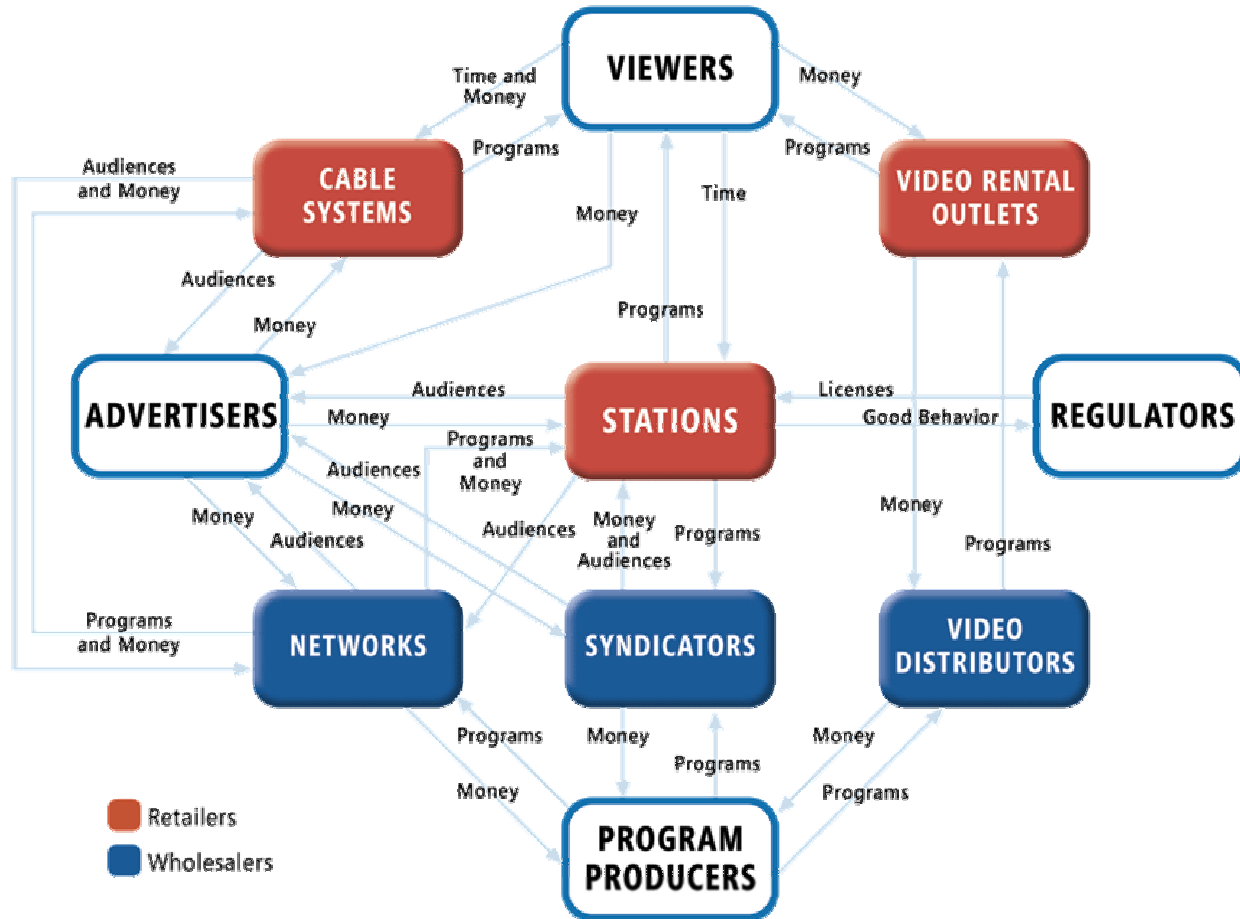
- Elimination of infringing content on UGC sites
- Encouragement of uploads of original and authorized UGC
- Accommodation of fair use of copyrighted content
- Protection of legitimate user privacy interests

Key elements of UGC Principles

- ❑ Education of users including in terms of service
- ❑ Implementation of content identification and filtering technology to track or block content
- ❑ Accommodation of legitimate interests such as fair use
- ❑ Notification to users and opportunity for counter-notification
- ❑ Continued cooperation and testing of new technologies
- ❑ No infringement claims against sites who comply

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Evolving and Complex Business Model



t all about me!

Real-time interaction with my contacts wherever I am

INTERACTIONS

MEMORIES

Store and share my files, photos and video

RELATIONSHIPS

Bring my contacts with me where I go on the Web

me

LOCATIONS

Visualize and store where I've been, where I'm going and where I want to go



- “Such collaborative efforts should be a model for the technology and copyright industries as we continue to address complicated challenges in the Internet environment, especially considering today’s rapidly advancing technology. I hope the agreement by these leading companies marks a starting point that will garner the attention and support of many more companies. No doubt, developments such as these serve as a blueprint for future collaborative efforts to safeguard intellectual property rights. I commend all involved and am encouraged that we are working toward a solution to a very serious problem we face both domestically and internationally.”