

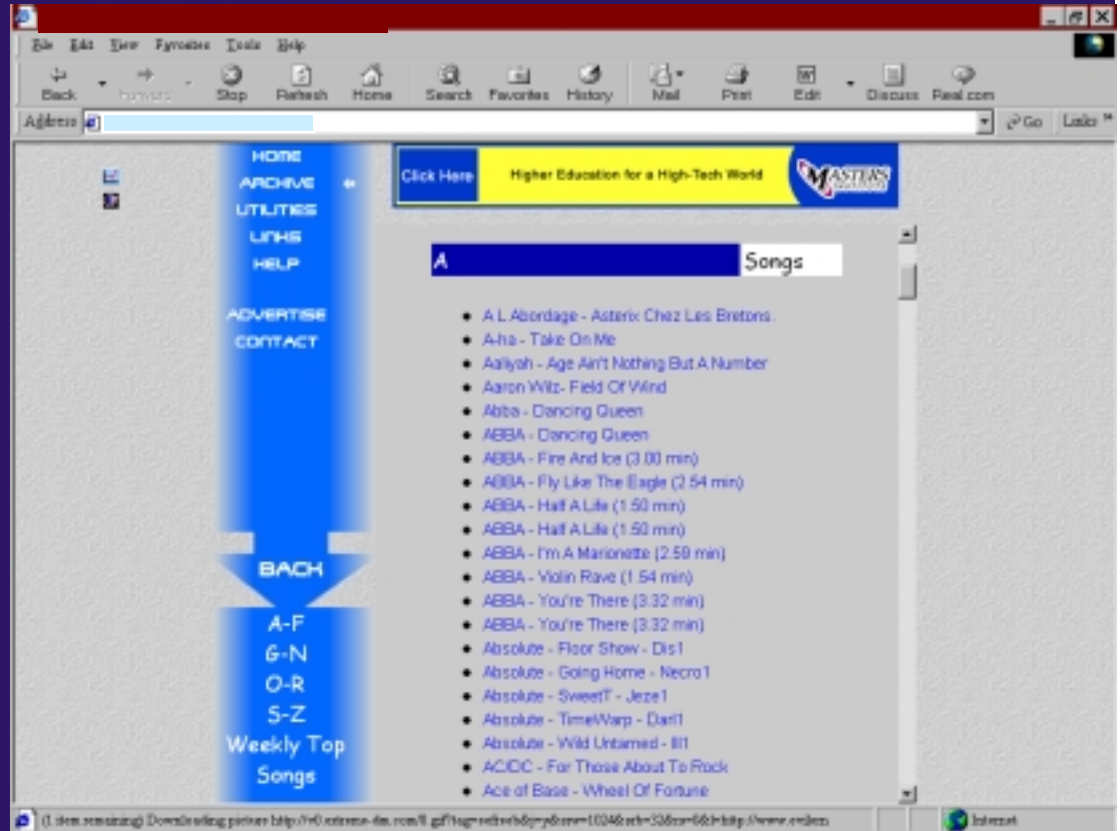
Intellectual Property in the Digital Economy

The image is a complex digital collage. A central element is a human head profile in silhouette, filled with a vibrant, multi-colored digital landscape of light trails and data points. This head is superimposed over a computer keyboard, with keys like 'C', 'V', 'B', 'N', 'M' visible. Other elements include a 'download' button, 'MP3' text, and various abstract digital patterns and lines in shades of blue, purple, and orange.

Allen N. Dixon
General Counsel and Executive Director
IFPI

Dealing with a 100% pirate market

- Workable legal framework
- Will of the market players
- Will of the government
- Money and technology



A crucial time

- **Business models under development**
- **Licensing more complex**
- **Copyright applied in new ways**
- **Enforcement more crucial**
- **Legal inconsistencies dangerous**
- **Legal adventurism attempted**
- **Copyright foundations threatened**



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Reasons for optimism

- Many services already licensed
- New technical systems emerging
- Global licensing starting to work
- Legal system largely supportive
- Copyright's value recognized



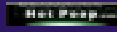
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Business and investment

- Downloads
- Secure subscription services
- Simulcasting, webcasting
- Other initiatives



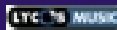
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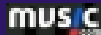
www.rioport.com



musicshop.lycos.com



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www.music.com



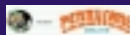
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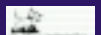
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MPi

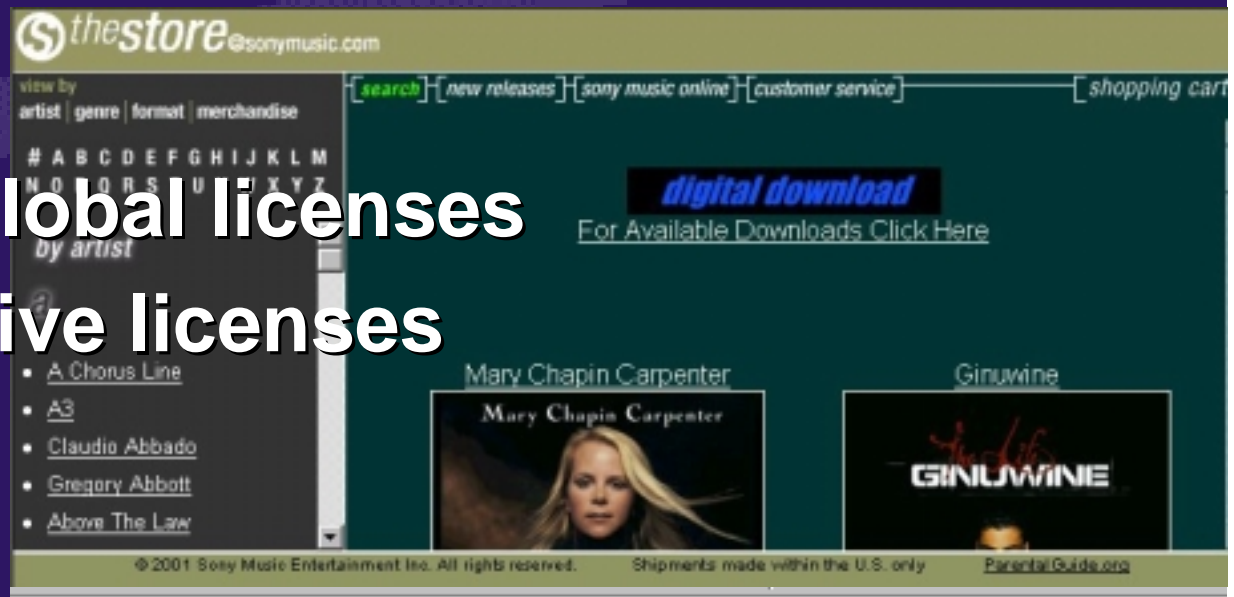
Technology developments

- New formats
- Encryption, technical protections
- Watermarking, fingerprinting
- Rights management information



Licensing

- Individual global licenses
- New collective licenses



www.ifpi.org/

The IFPI logo, consisting of a stylized 'i' and 'f' in a circle, is positioned to the left of the text 'representing the recording industry worldwide'. Below this, there are two main navigation sections: 'ABOUT IFPI' and 'IFPI NEWS'. The 'ABOUT IFPI' section includes links for Mission, Services, Contacts, Structure, and National Associations. The 'IFPI NEWS' section features a prominent headline: 'Recording industry offers international internet licensing to broadcasters - landmark system of agreements announced'. The 'NEWS & INFORMATION' section includes links for News, Market info, Publications, and Useful links.

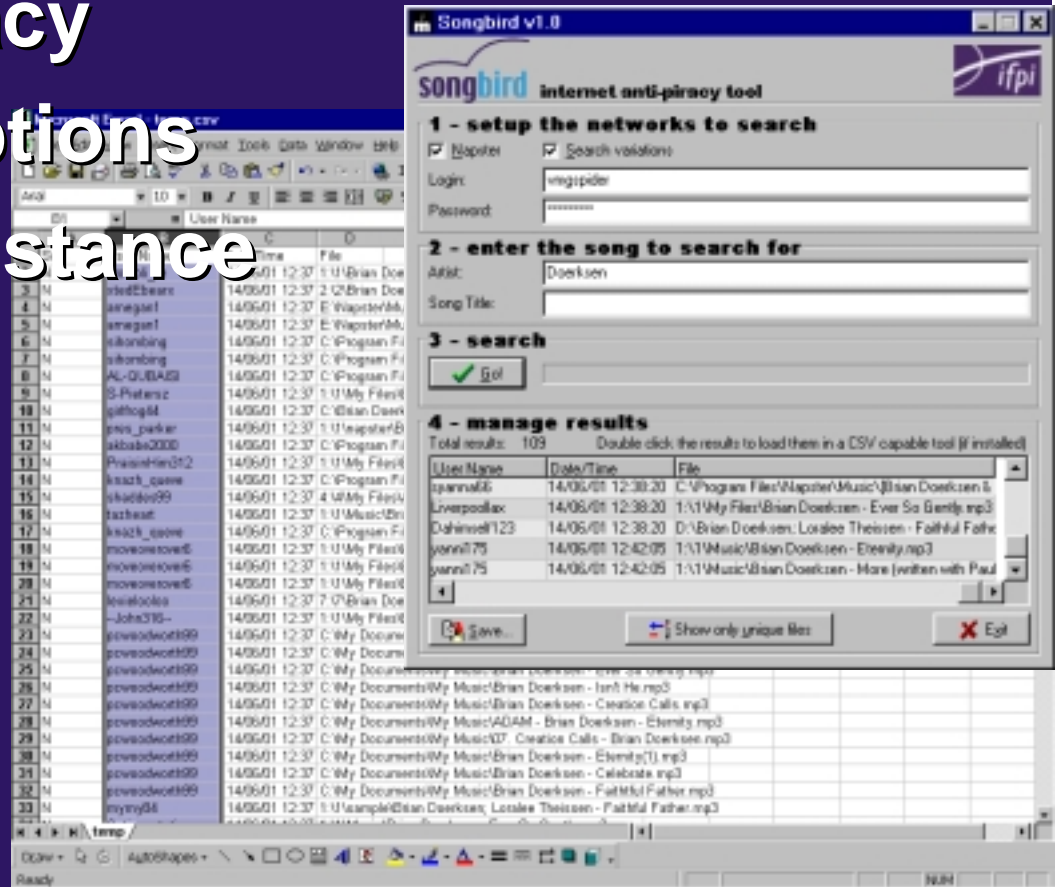
Legal developments

- **WIPO Treaties**
- **Copyright reform**
- **Court cases**



Threats to copyright

- Widespread piracy
- Copyright exceptions
- Well-funded resistance



Recommendations

- **Ratify, implement the WIPO Treaties**
- **Protect technology from hacking**
- **Let rights owners experiment**
- **Ensure adequate enforcement rules**
- **Protect copyright as the engine of expression, culture and economic growth**



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*representing the
recording industry
worldwide*

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