



e-G8 FORUM

e-G8 Forum Summary

Paris, May 24-25 2011

Plenary Session IV: Intellectual property in the digital age: What's at stake for culture and business?

What should be the new rules going forward to encourage and stimulate content creation on the Internet?

Key Findings

- A healthy and creative digital economy cannot exist without assertive protection of intellectual property rights.
- Technological innovation should be directed toward the protection of intellectual property.
- Intellectual property rights promote creativity, but the complexity of the various types of rights can slow down optimal creativity.
- The Internet is one continuous thing, and if you can control one aspect of it you can control all of it. Expression is not synonymous with property.

Synopsis

The Internet has significant impact on our daily lives, bringing new ways to use, create, and distribute creative content. Its revolutionary presence also brings with it certain dangers that threaten creators and their creations.

Some experts believe that a healthy and creative digital economy cannot exist without assertive protection of intellectual property rights. By protecting the work of artists on the Internet one inevitably protects the authors themselves and encourages artistic expression. Proponents of protecting intellectual property rights have nothing against user-generated content and its distribution. The concern is that *professionally developed* creative content—the content that goes into making the greatest books, films, and music of our time—should be safeguarded.

Online music, book and film piracy is clearly increasing. Creative works of art are often available on pirated Internet sites BEFORE their legal distribution through traditional mediums. Freedom of expression should not mean it's cost-free. Good creations always find a public that is willing to pay



for them—at the right price. The question then becomes: What is the right price for creative content, and who should set it?

Some feel that attempts to remove online content are always unwise, as part of this particular medium's beauty lies in its diversity and global reach. The Internet should be viewed as one continuous thing; if you can control one aspect of it, you can control all of it. One begins with intellectual property rights, but ends with restricting all content that is disliked. Instead of tightening the regulation of creative content, global leaders should talk about incentivizing creativity.

Some industry leaders believe companies should seek voluntary agreement on copyright laws and authors' rights. If these agreements fail, then governments should play a role to protect intellectual property rights. Others argue that expression should not be regarded as "property" in the traditional sense. The very notion that expression can be equated to property is symbolic of a business system that was intact prior to the Internet, which has the capacity to distribute creative content globally at almost no cost.

Managing rapid change has always been part of the media industry's success. Managing this success should be done by promoting creativity and entrepreneurialism. These are the two qualities that drive innovation and make the creative industry not only relevant, but also fascinating.

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Session Panelists

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Frederic Mitterrand, Minister of Culture and Communication, France

Jim Gianopulos, Chairman, Fox Filmed Entertainment

Pascal Nègre, Chairman and CEO, Universal Music France

Hartmut Ostrowski, Chairman and CEO, Bertelsmann

Antoine Gallimard, President Groupe Gallimard and President, Syndicat National de l'Édition

Moderated by:

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The views expressed are those of certain participants in the discussion and do not necessarily reflect the views of all participants or of the e-G8 Forum as a whole.

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