

PBM Editori mainly publish educational products and offer didactical on and off line services. PBM Editori also have a university non-fiction catalogue.

### **Types of creative content and services online**

1. PBM Editori offer an online version of their catalogues, student's study aids (i.e. sample from their books and online worksheets), didactic support for teachers, dictionaries, news and reviews of the papers.

Some of the services that PBM Editori offer are on line only, others are either on and off line and are not always the same: on line versions can be edited.

2. In the future PBM Editori might offer video on demand, podcast, audio books, e-learning platform deployments.

### **Consumption, creation and diversity of online content**

3. PBM Editori work in a secure environment, but one concern could be about insufficient reliability and consequently about DRM systems. A difficulty is linked to the fact that Italian users are not used to paying on line by credit cards.

4. Italy has one of the best and more restrictive privacy European laws.

5. It is very important to reach the contents from different platforms and PBM Editori are working on releasing their contents from a compelling platform. The advantage would be that the more platforms PBM Editori can reach, the more users they gain. The risk can be the decreasing quality of contents: a page edited for a PC is not suitable for a handheld device.

6. It's relevant to maintain the Internet's freedom in order to sustain cultural diversity. Free platforms for sharing creative works (i.e. blogs, video and photo blogs etc.) are already reality. To improve these platforms it's necessary to increase the broadcast band system. Microsoft's delay in providing full support to the UNICODE encoding causes problems in overcoming linguistic barriers. Informatics translators such as Googlelabs' instruments can help over going these barriers.

### **Competitiveness of European online content industry**

7. Caused by a lack of real business models linked to the on line marketing of didactic materials, if not fostered by the government, investments are held down in this industry.

In countries such as Canada and U.S.A., the Internet has increased faster, thanks to the great distances, and on line learning has become desirable. For example, Pearson's business has been increasing thanks to the marketing of on-line courses.

### **New business models and transition of traditional ones into the digital world**

8. Every new media represent an opportunity, i.e. in Italy, thanks to a public founding, terrestrial digital TV and interactive decoders have spread; this could be a great opportunity to offer didactical contents. PBM Editori are not planning on selling their services abroad because of the strong link of didactical contents to Italian schools.

9. In Italian school, in the next few years, older teachers will be replaced by a younger generation, which will have a deeper informatics know how. Consequently, government will be strongly requested by schools of hardware devices and, on the other side, publishers will be requested of on and off line supporting materials.

10. Technological barriers could be browser incompatibilities, weak diffusion of broadcast band system, weak usability and difficult access of existing websites. The biggest barriers are caused by webmasters' lack of attention to these problems. The real matter is cultural: the more digital supports are used, the more skills the users acquire.

11. At present time, in Italy people are not interested in acceding to on line didactical contents if they have to pay for them. Until now PBM Editori have earned more by selling on line commercial spots and banners to other companies.

### **Payment and price systems**

12. The kinds of payment systems used in PBM Editori's field of activity are credit cards, prepaid cards, bank money transfer, subscriptions, pay pal etc.

13. Referred to the DiGi Scuola project, the pricing system is ruled by a licence, a sort of annual subscription paid by the government.

### **Legal or regulatory barriers**

17. Author rights are so expensive that PBM Editori can't afford them, this is a barrier to developing didactical services (for example including pictures, videos and sounds).

18. Italy doesn't encourage much the development of creative online content and services. For the very first time in 2006 a project for developing on line didactic contents will be financed.

### **Release windows**

19. Release windows are not applicable to our business model. The best method is probably that of releasing time-limited licences.

### **Networks**

20. We think that we have to keep the principle of "network neutrality".

### **Piracy and unauthorised uploading and downloading of copyright protected works**

21. PBM Editori don't suffer from on line piracy because don't sell (at the present time) on line products. There is an Italian law against on line piracy which makes it a crime punishable with prison. With actual softwares a downloader is at the same time an uploader, this makes it hard to distinguish them. It is necessary to clarify the difference between occasional piracy and profit-making piracy.

22. There are campaigns promoted by the government and some promoted by associations working in this field such as AIE. iTunes music store example shows how piracy can be defeated by a proper business model answer.

23. Peer-to-peer system could point out interesting statistics about people's interests and could offer personalised commercial spots. At the same time P2P represents a good opportunity to promote and distribute services and demo products. In any case it's necessary to regulate illegal duplication of protected material. Maybe with a good DRM?

28. PBM Editori, in the reason of the free offer of digital services, don't use any protection. Other publishers use protection measures for CD copying.

### **Complementing commercial offers with non-commercial services**

30. Teachers often create websites such as blogs or open archives of didactic on line resources and integrate (when not compete) our offer. But sometimes it is difficult for the final user to distinguish if a website has been created by a big publisher or by a single person.

### **What role for equipment and software manufacturers?**

31. PBM Editori think that would be very dangerous if European equipment and software manufacturers could take full advantage of the creation and distribution of creative content and services online. Actually PBM Editori don't want manufacturers to decide which content is proper for its hardware and which is not because this could limit expression freedom.

### **What role for public authorities?**

32. In order to foster new business models in the online environment, national governments and/or regional entities could promote the broadband deployment diffusion by letting services producers free and creating foundings for content developers.

33. At EU level PBM Editori consider that could be relevant to promote a common legislation for rights payments. EU could also finance infrastructures development for broadband deployment and give guarantee of the net's freedom even inside a common DRM system.