



Internet piracy: alternative approaches

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Innovation, rights and responsibilities are key to this debate

- BT, convergence, customers
- Respecting the value of content
- Secure, high-quality distribution



Compelling
(legal)
services

- Customer privacy rights
- Retain balanced EU approach
- Risks of 'one size fits all' solution



Balancing
rights and
responsibilities

How this debate is playing out in the UK

- Content market thriving including online
- Government wants commercial/voluntary solutions, with backstop legislative option
- Consumer reaction to industry-wide solution
 - ‘3 strikes’ model
 - alternatives?
- Consultation on potential legislative options
- Important not to distort market developments

Lessons we can learn from elsewhere

- How else can rights and responsibilities be balanced?
 - and with what consequences eg for innovation and customer privacy
- How transferable are other national models?
- How will content creators in different markets adapt business models?
 - and which are most effective
- What will users do elsewhere in response to ISP action against copyright infringement?