Copyright, Business Models and the Future of the Creative Industries : a UK multidisciplinary perspective

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How copyright should be seen	**How copyright is seen in the digital world?**
• Incentivising creation	• "Copybots" stop streaming of Hugo Awards ceremony on uStream because Dr Who clip shown with permission
• Promoting the economy	• Mars Rover NASA YouTube video DMCAed by local news agency
• Striking balance between creator's interests and user rights and the value of a public domain	• UK Nova torrent for non commercial content closed by FACT C & D

What next?

- Reforming copyright as fit for purpose in the digital age – Hargreaves, the Digital Agenda
- But also thinking constructively about alternative business models to selling copies
- Often discussed re music – late adapter
- cf "born digital" market – eg games: ad revenue, revenue sharing on social networks, revenue sharing via app markets , sale in-game assets & levels, commission/patronage eg C4, Art Council.

CREATe

- Centre for Regulation, Enterprise and Technology

- Brief: © and Business Models, RCUK funded £5m over 4 years, £3m leveraged funding, 80 + non research partners, c 50 SMEs/sole creators.

- Launch January 2013, soft launch Oct 2012.

- 7 universities consortium, highly interdisciplinary; law, technology (Digital Economy Hub),business, economics, psychology, cultural studies.

Questions to research

- How far is IP policy shaped to meet *needs of SMEs and creators*, given generally acknowledged as crucible for innovation?

- How far are creators *actually* incentivised by copyright? Cf ALCS 2007, average income author 1/3 below UK average, trend to portfolio working

- What *business models* can survive in the digital world, which can adapt and which are emerging?

- How can technology be a *friend not a foe* to creative industries? Eg automated license negotiation, open data, data mining?

- What positive not just gatekeeper/enforcer role can *intermediaries and platforms* play? Eg interactive user:creator platforms (eBay for the arts?), new platform delivery (Comixology for iPads?)

- Given need for enforcement, how can it best work with *user rights* to privacy, freedom of expression, A2K, etc?