Automating New Business Models

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Automating Business Models

1. Premises of this presentation
2. Adapting copyright to the Internet
3. Steps taken in the publishing industry
4. Public policy issues
1st Premise:
There is a public interest in
– the creation and investment in content
– created by skilled professionals.
– serving local needs (cultural, educational and economic)
2nd Premise:
All business models require returns for the creator and the investor in a transparent, predictable fashion.
3rd Premise:
Every communication on the Internet is a rights transaction and therefore copyright based.

Copyright is essential for the functioning of any business model.
Acts restricted by copyright:
- Making available
- Reproduction
- Distribution
- Adaptation

The very essence of the Internet
„Rightsholder“ as envisaged by current copyright law:
- Limited in number
- Working individually/distinctively
- Always interested in compensation
- Interested in control over work

The opposite of some sectors of the Internet
Solutions to the conflict in theory:

- Abolishing copyright
- Suggesting that copyright does not apply
- Creating special licences
- Using collective licensing
- Accellerating copyright authorisations and enabling automation
Solutions to the conflict in practice:

- Copyright limitations
- Copyright exceptions
- Flat rate for culture, compulsory licences
- Creative Commons, other collective licences
- Automating individual licences
Accelerating copyright

- A new underlying infrastructure
- Machine-to-machine communications
- Interoperability
- Developing an open market place with a multitude of platforms
Standards

– International
– Open
– Non proprietary
– Free
– Sustainable
– Transparently governed
– Business model neutral
– Cross media
What standards?

1. **Content**
   - Works, in specific formats

2. **Interested parties**
   - Uniquely identify people, companies, other entities

3. **Rights/transactions/instructions**
   - Licences, terms and conditions
Where are we?

1. **Content:**

2. **Interested Parties**
   - ISNI Name identifier

3. **Expressing rights, terms and conditions**
   - CC+
   - ACAP
ACAP

- Machine actionable instructions for onward use of content
- ACAP 1.0 directed at search engines
- Designed with news/e-books in mind
- Not expressly licensing terms
- Expandable to accommodate any use cases and business sectors
- [www.the-acap.org](http://www.the-acap.org)
Challenges

- Adoption (Creation is easy!)
- Proprietary/non-proprietary
- Governance
- Cross-sector collaboration
- Collaboration
- Sustainable business models

- That is where government support is needed
Stakeholder Dialogue

- More consensus than you think
- Limited areas of real disagreement
- Flexible in scope
- Flexible over time
VIP Stakeholder Platform

- Identify shared objective
- Identify obstacles
- Healthy depoliticisation
- Re-engage expertise in the debate
- Obstacles: financial, technical (legal?)
- Win-win through trusted relationships
Thank You!

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