

**PEER TO PEER AND
PROPERTY RIGHTS:
PEACEFUL COEXISTENCE?**

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WHAT CAN P2P DO?

- STREAMED MEDIA/VIDEO
- DISTRIBUTED COMPUTING
- DOCUMENT COLLABORATION
- BACKUP STORAGE
- ANONYMOUS PUBLICATION

WHOSE NETWORK IS IT ANYWAY?

- SEEDING RIGHTS
- DISTRIBUTION RIGHTS
- EDITING RIGHTS
- SOFTWARE SUITES

WHERE'S THE BEEF?

- WHOSE PROPERTY RIGHTS ?
- DEFINE PROPERTY RIGHTS !
- LET MARKETS PRICE !
- LET AGENTS LICENSE !
- LET TECHNOLOGIES COMPETE !

DELIVER THAT MUSIC

- STORES AND CLUBS
- DOWNLOADS
- SUBSCRIPTION STREAMING
- SUPERDISTRIBUTION
- PEER TO PEER

MARKET HARM FROM P2P

- MUSIC SALES (?)
- MOVIE SALES (!)
- UNPAID LICENSES (!)
- HARM TO COMPETITIVE SERVICES (!)
- DEPRESSED INVESTMENTS (!)

PLAYING OUR SONG

- DOWNLOADING VS. STREAMING
- PRICE MODELS
- PRODUCT BUNDLES/JOINT VENTURES
- PLAYLIST SHARING
- TRACKING AND RECOMMENDATION

PLAYING BY THE RULES

- MUSIC MATCH ON DEMAND
- WEEDSHARE
- WIPPIT
- MERCORA (?)
- MASHBOXX (?)

CAN FILTERING WORK?

- RECORDING INDUSTRY ASSOCIATION OF AMERICA
- DISTRIBUTED COMPUTING INDUSTRY ASSOCIATION
- DRM WATCH

WHAT GOES INTO A RECORD ?

- RETAILER
- DISTRIBUTOR
- MANUFACTURING
- PUBLISHER
- MARKETING
- ARTIST ROYALTIES
- MARKETING/A&R
- PROFITS/OVERHEAD

CAN P2P SURVIVE?

- LOCAL SCENE, NEW ACTS, LEGACY CLUBS
- CONCERT AND MUSIC VIDEOS
- SPECIALIZED SEARCH
- SUPERDISTRIBUTION
- SHARED COMPUTING AND ARCHIVING

THANKS FOR YOUR TIME!

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