

## **IGF Workshop report**

### **1. Title**

**Content Rights (for the Internet Environment)**

**Thursday, 2 November 2006, 09:30-11:00**

Subtitle: "Making possible fair arrangements for both and users".

### **2. Organizers and Panelists**

The Workshop was organized by the World Broadcasting Unions.

The panelists were:

David Wood, Switzerland (moderator)

Riyadh Najm, Saudi Arabia

James Love, United States

Fred Kitson, United States (standing in for Ronald Zink)

Arne Wessberg, Finland

### **3. Discussion**

The meeting began with an introduction to the range of issues associated with Content Rights for Internet.

- How are Content Rights to be arranged in the Internet environment?
- Do we need to 'rethink' the idea of 'copyright' for the Internet environment?
- How can we arrange that content has a value?
- How can we protect the integrity of content
- What is 'fair use'?
- Before Content Rights become important, there has to be access.
- What are 'social objectives' for content rights?
- How should we cope with User Produced Content?
- How should we cope with User Produced Content which includes other creator's material?
- The distinctions between Creative Commons and DRM

In the discussion, main interest was centred on the following:

- The potential for creation of an Internet environment where the needs of society and the content creator can both be met
- The greater need for DRM systems for entertainment content and software
- The recognition of the need for DRM where income is needed.
- The nature of CC and DRM as contracts rather than laws.
- The need to consider the needs of the future environment, including Internet 2.0, and the need to consider the danger of the DRM being used to infringe personal privacy
- The need to consider Open Standards or Open Source DRM systems
- The use of the 'broadcast flag' concept to deter Internet redistribution of broadcast content
- The use of the Microsoft Zune technology which includes P2P and DRM

#### Main conclusion

- There was general agreement that an arrangement needs to be found which allows both creative commons type solutions and DRM solutions, and that it is also worth examining whether an arrangement whereby the onus is on content providers to justify the use of DRM is practical, though this should not be such as to prevent reasonable use of DRM systems.

#### **4. Inventory of events and actors related to the issue under discussion**

##### **Actors**

- national legislators
- the content industry
- WIPO
- The consumer electronics industry
- The Internet software industry

#### **5. Possible follow-up**

The meeting concluded that

- More details of the CPtech proposal should be distributed to attendees. This will be done by James Love and the moderator.
- Delegates will reflect on the agreed idea that there could be a Content Rights ensemble which embraces both Creative Commons type solutions and DRM solutions in a compatible way, as pieces of a Content Rights jigsaw, and that this could be facilitated by the IGF.
- DRM technology providers should consider the practicability of developing systems which enable reasonable socially beneficial use of content. This may call for innovative technology thinking.
- All actors should consider the practicability of arrangements whereby content providers are called upon to account for the use of DRM when they use it on the Internet, for individual items of content or groups of content, and to explain how the system would still enable reasonable socially beneficial use of the content.
- The preparation of the draft ensemble could be part of the discussions at the next IGF meeting.
- Advice from WIPO on whether the use of Creative Commons type solutions or DRM may change the need for national copyright laws in any respects would be welcome.
- Advice from the ITU on whether Open Standard DRM technology could be available would be welcome.

#### **6. Useful links**

[www.cptech.org](http://www.cptech.org)