



Intellectual Property and the Digital Revolution: Then, Now, Tomorrow

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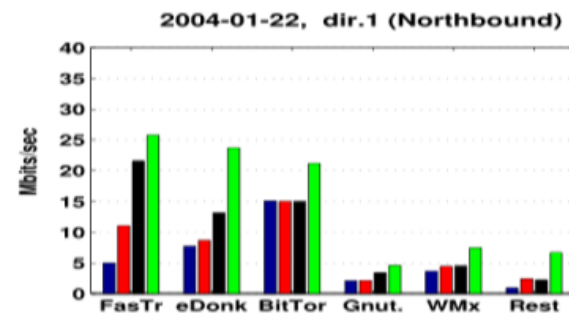
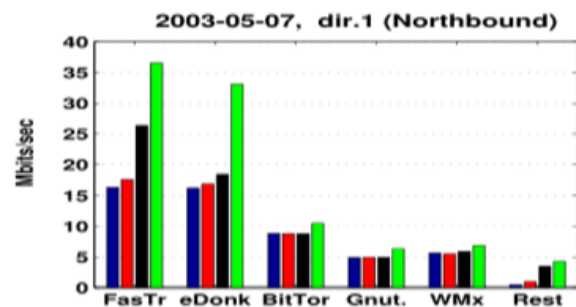
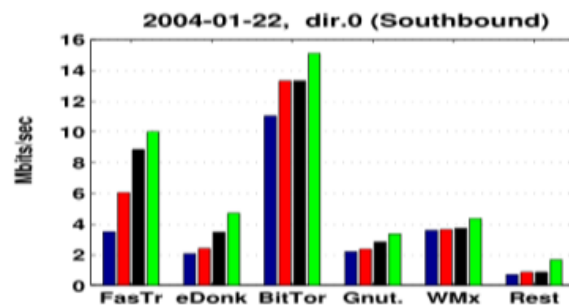
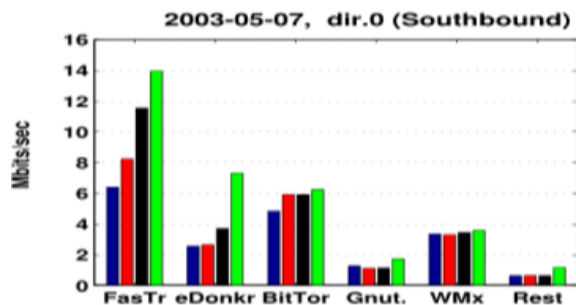
Then – The rise of MP3

- **1994:** TRIPS Agreement (Worldwide)
- **1995:** MP3 format popularized
- **1997:** *Winamp* released
- **1998:** Portable MP3 players released
- **1998:** DMCA signed (USA)
- **1999** *Napster* released



Then – Litigation as a solution

- The *Recording Industry Association of America* sued (or threatened to sue) over **30 thousand individuals**...
- ... but Internet file sharing traffic continued to grow.



Source A: <https://www.eff.org/wp/riaa-v-people-five-years-later>

Source B: "Is P2P dying or just hiding?" by Karagianni, Broido, Brownlee, Faloutsos kc claffy; 2004

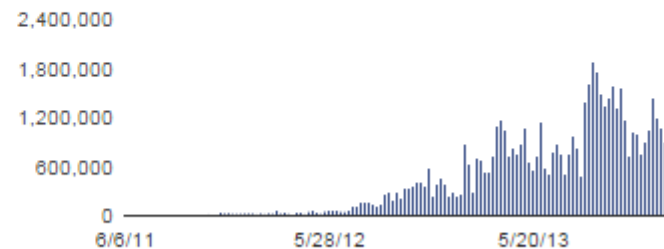
Now – The Industry strikes back

- The *RIAA* and *British Phonographic Industry* removed **200 million links** off Google as of 2015.

Reporting Organization: **BPI (British Recorded Music Industry) Ltd**

Total Requests:	295,730
Median Requests per Week:	795
URLs Requested to be Removed:	138,949,623
% Indexed URLs ⓘ	–
Median URLs per Week:	726,741
Most Recent Request:	May 6, 2015
First Available Request:	Jun 6, 2011

URLs Requested to be Removed Per Week

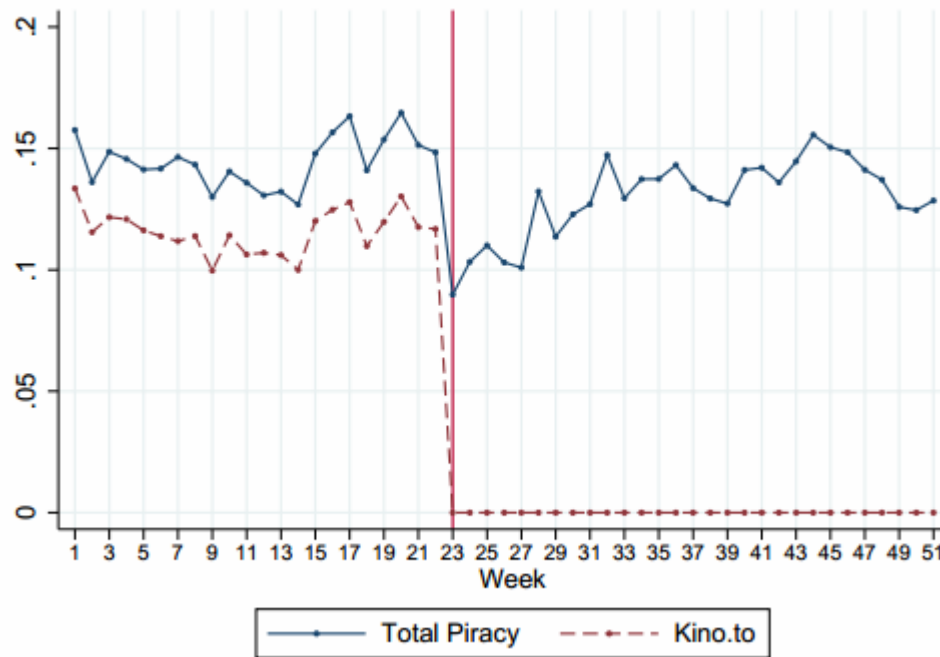


- **138 million takedowns** requested by the *BPI* alone since 2011.
- ... but music piracy remained as high.

Now – The return of the Industry

- According to the *European Commission's Joint Research Centre*, shutting down pirate sites is also **ineffective**.

Figure 2: Evolution of Online Movie Streaming Piracy



Tomorrow – A question

If we can't even solve the digital music problem, how will we deal with more complex issues that are bound to arise in the future?

I propose that we must **plan**, rather than **react**.

Tomorrow – 3D Printing and us

- Is 3D printing **viable**?
 - The technology is not new, it was simply too expensive to be used outside of highly specialized contexts.
 - Since the release of the relatively cheap *MakerBot* in 2009, the technology has been spreading at a significant rate.
 - By 2013, **30.000 MakerBots** had already been deployed around the world.
 - ... and we are only discussing a single brand of 3D printer.



Source: <http://www.makerbot.com/education>

Some of the questions we must ask

- Planning for the future:
 - Who will own the 3D blueprints?
 - *Conglomerates?*
 - Which international institution will regulate and mediate disputes?
 - *The WTO?*
 - Will we repeat the suboptimal cycle of fighting back piracy that digital music went through?
 - Would that really be effective?
 - And many, many other questions.

Thank you for your attention!

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