



Copyright in the age of analytics

Trends from analog to digital, social copyright & IP rights

Key points

- Being digital and being online
- Opportunities and risks
- Cultural aspects
- Industry vs industry?
- Future trends
- IP rights & analytics

Being digital and online

- Accessibility
- Value creation
- Merger of “digital object” and rights management

Digital opportunities & risks

- Discoverability & stickiness
- Value capture
- Unauthorized sites & services equally discoverable

Culture

- Consumers more careful with analog/bricks/in-person
 - & behave differently online
- Internet utopianism
- Content providers' success
- Technical protection measures

Industry v industry

- Technology & telecoms value content exchange & traffic
- Building new services on content
- “Copyright reform” agendas
- Power of social media & lobbying

Future trends

- Continued debates
 - “fair use”
- Digital south
- Impact of “fake news”?

IP rights in an analytics environment

- Traditional IP rights (copyright; patents; trade secrets)
- Collaboration & contracts
- “IP by Design”