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”