

December 2009

# Steal these Policies: Strategies for Combating Digital Piracy

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The logo for the Information Technology and Innovation Foundation (ITIF). It features a vertical orange bar on the left, a blue square containing the letters 'ITIF' in orange, and a horizontal orange bar at the top. The background of the logo area is a blue grid with white circles and lines, and a glowing white arc.

## ■ Today's Presentation

1

**What is the purpose of anti-piracy efforts?**

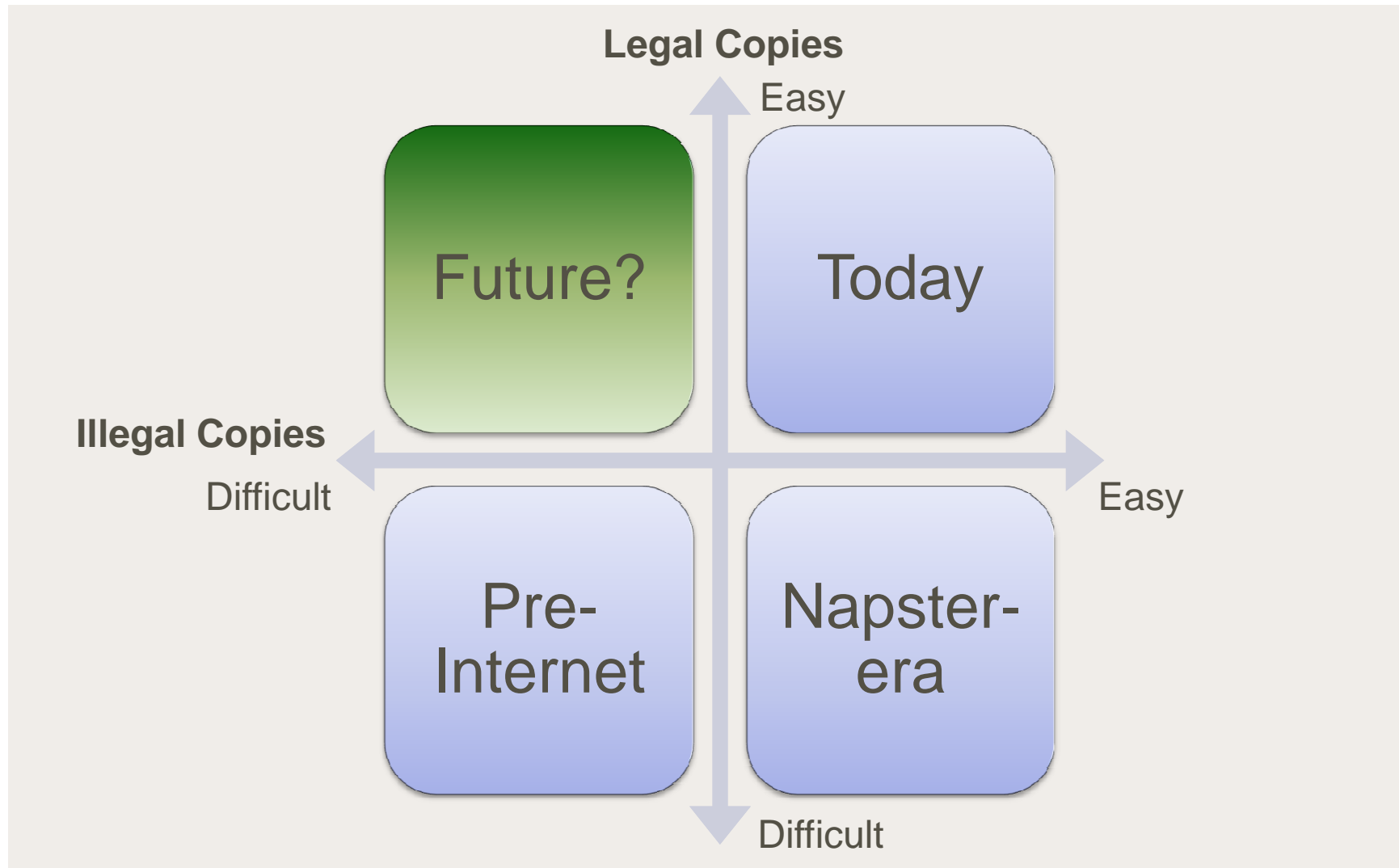
2

**What solutions are available today?**

3

**What can policymakers do?**

- What is the purpose of anti-piracy efforts?



# What solutions are available today?

Change social behavior

User education

Legal access to content

Help users identify legal content



■ What solutions are available today?

Implement technical controls

Digital rights management

Network management

Content identification

Blocking access to websites/payments



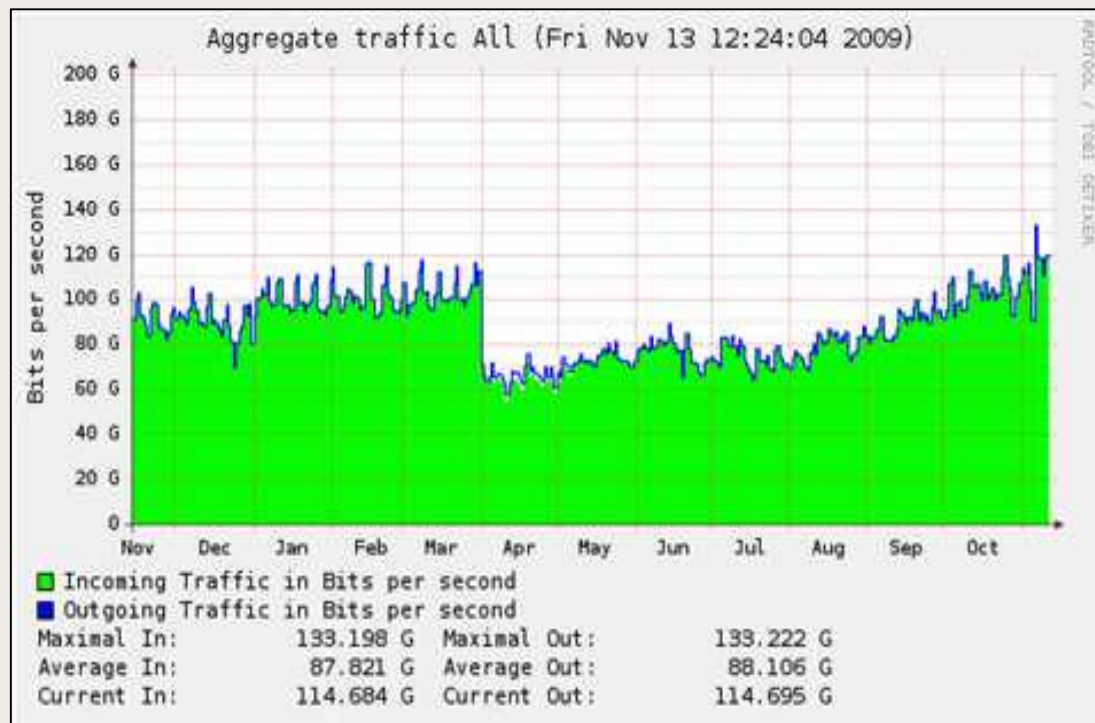
# ■ What solutions are available today?

Enforce legal rights of content owners

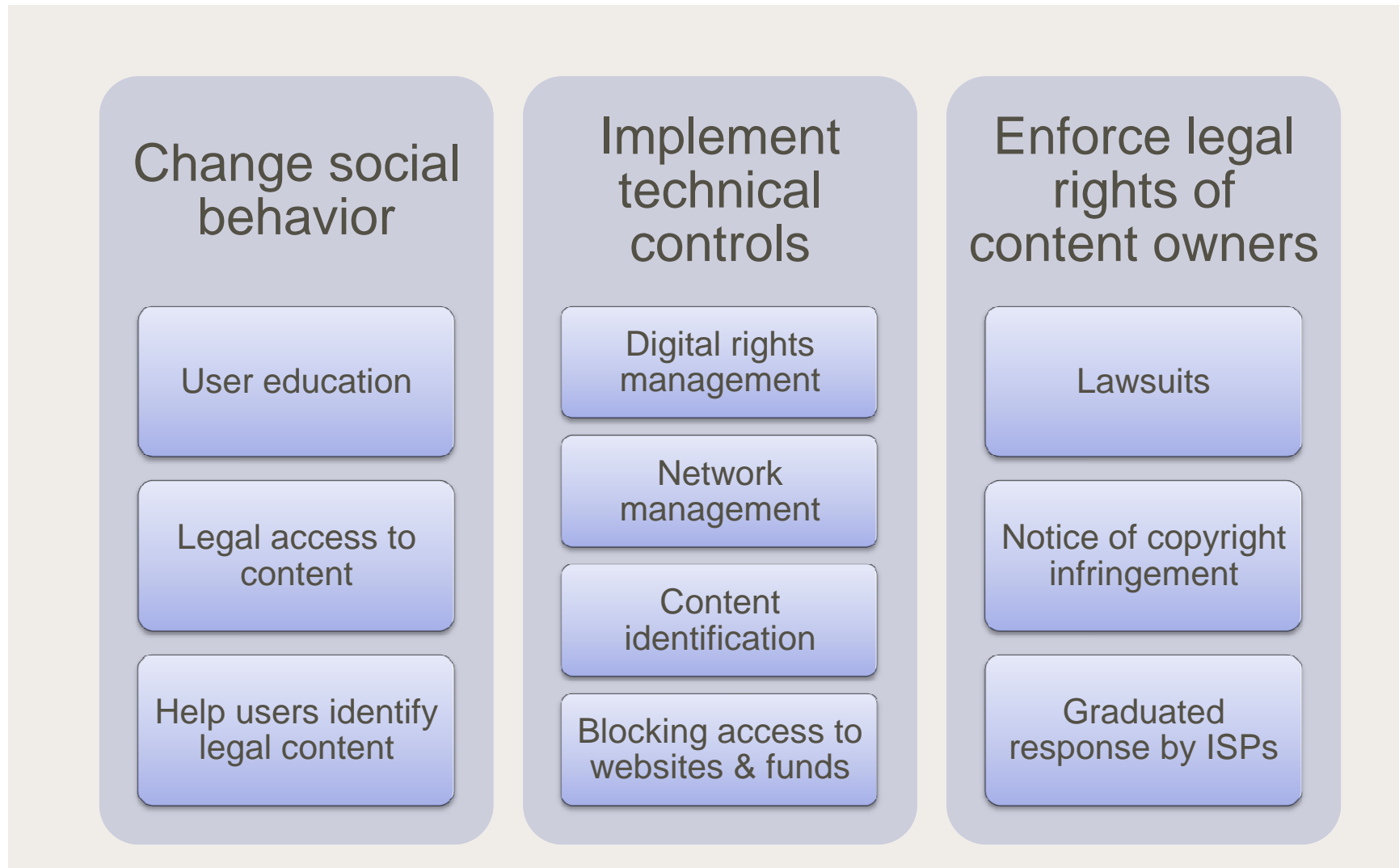
Lawsuits

Notice of copyright infringement

Graduated response by ISPs



■ What solutions are available today?



## ■ What can policymakers do?

### Support anti-piracy innovation

- FCC should encourage anti-piracy innovation and use
- NSF should sponsor anti-piracy research

### Encourage coordinated industry action

- Encourage stakeholders to develop best practices and collaborative self-regulation regimes
  - e.g. graduated response system by ISPs
- Identify sites engaged in piracy so industry can block, remove ads, and stop payments

### Pursue international frameworks to protect IP

- Hold nations responsible for the data flowing out of their networks
- Build global partnerships to form coordinated response to piracy



# Thank you!



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