



Net **4** Society

#SocietiesBrokerage

INTERNATIONAL BROKERAGE EVENT

🕒 FLASH PRESENTATION

- Why go digital and end up in pirates' hands? A project idea for DT-GOV-13
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Telefonica

Our project idea

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Why go digital and end up in pirates' hands? A project idea for DT-GOVERNANCE-13

- There is a broadly instilled belief that contents and services found at the internet should be free
- Its origin may be linked to the combination of paid access to the internet and apparently free (on exchange for attention to advertisement and personal data) contents and services
- Exceptions such as Netflix or Spotify exploit this notion, basing their business model on an overwhelming availability of contents
- This has completely changed the music industry, that could not overcome the damage by piracy, and is reshaping the audio-visual landscape, forcing the creative industry to pursue technical, regulatory and legal countermeasures
- And it's spilling over to adjacent cultural industries, with services such as Amazon Prime Reading
- Other European cultural manifestations must choose: either go digital and fight pirates and subdue to bizarre bundlings or stay analogue and give up their space in the new digital consumers' habits

Interested in joining?

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We are interested in finding partners to help us in:

- 1) analysing the European consumer behaviour in relation to cultural contents and digitized culture
- 2) assessing the impact of the application of the DSM directive in the consumption patterns and business results
- 3) reviewing the existing IPR regulations and proposing alternative business models for the creative and cultural industry
- 4) benchmarking the applicability of the existing and newly proposed models to undigitized cultural sectors and communities
- 5) specifying procedures and define technical tools for the public enforcement of the existing and proposed policies

Contact us!

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Telefonica is a Spanish multinational broadband and telecommunications provider with operations in Europe and the Americas. It's a public company, a component of the Euro Stoxx 50 stock market index and one of the 150 largest companies in the world

Telefonica delivers multimedia services (nearly 10 million pay TV subscribers) and produces its own original contents (feature films, TV series, sports events, TV shows, etc.)