



Seminar on the Economics of Digital Content Distribution

Economics of Digital Content Distribution: A Powerful Instrument?

Location: Ecole des Mines de Paris, 60 Blvd Saint Michel, Paris 75006

Date: Monday February 27th 2006

Economics is a useful instrument to understand the current controversial issues of intellectual property and to improve public policy. As media industries are based on intellectual property rights strictly shaping vertical relations, these industries challenge the technical vision of open digital broadband networks that are able to deliver any form of content to any consumer in the world. This seminar aims at describing the main economic patterns of the audio/video industry in Europe and the competition among digital technologies in the distribution of copyrighted content.

First session - Dissemination of CERNA results on the economics of digital contents distribution

9:30 registration and welcome

10:00-10:15 General introduction (Olivier Bomsel)

10:15-11:30 Digital content markets: economic patterns, versioning schemes, pricing systems, regulation (Gilles Le Blanc)

11:45-13:00 Economic analysis of digital copyright and DRMs (Anne-Gaëlle Geffroy)

13:00 lunch at the Ecole des Mines

14:30-16:15 Broadcast/ broadband competition in Music, Video, and News content. Regulation issues. (Olivier Bomsel)

Second session - The roll out of Digital Video Recorders: competition between standalone and pay-TV equipment

16:30 Round Table - Participants: Ted Shapiro (MPAA), Olivier Malandra (Archos), Thierry Levenq (ABN Amro), Romain Corler (GfK), Canal+, TPS

18:30 Cocktail at the Ecole des Mines de Paris