



Testing New Business Models in a World without Copyright

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Premises Smiers en Van Schijndel

- Abolish copyright: private ownership versus public domain
- Artists, producers are entrepreneurs and have a risk-prone attitude
- Level playing field

Our alternative: market

- Level playing field
- No monopolistic production and distribution
- In some cases
 - one year usufruct
 - subsidies and tax regulation
- New business models

New business models

- Competitive advantage through
 - “first mover advantage”
 - product with unique features
 - reputation
- New cultural market and different products

Music: entrepreneurs

Performers



Transfer of
payment /
contract

Composers
(free and
commissioned
work)

Who takes the
entrepreneurial risk?

Music: performance

- Live contact: main competitive advantage
- First mover advantage: first one to bring the music to the market
- Reputation, closeness, appreciation
- Performing artists: add value and finance composing activities

Music: recordings

- Promotional value
- Free publicity
- Outlets:
 - Downloads: small payments
 - Record stores: publisher or service and advice oriented
- Record companies: new services



Music: new market, new products

- Diversity of products and producers
- Live performances at the core of new cultural market
- Closer relation between artist and public

Film: entrepreneur

Producer



Transfer of
payments

**Team of actors,
musicians,
writers,
technicians,
director et
cetera**

Film: context

- High initial investment
- In digital age: no first mover advantage
- One year usufruct for *cinema showings*
 - Recuperate investment
 - After one year: public domain

Film: outlets

- No protection for television, DVD, digital copies, video shop: promotional value for current and future cinema showings
- Video/DVD shop: advice oriented organizations



Film: new market, new products

- Less expensive movies
- Faster product life cycle
- Market dependent on cinema showings:
old and new films



Discussion