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**“Bits Will Never Get Harder To Copy:
The Limits of Copyright Online”**

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Introduced by

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Synopsis

Organizations that create and deliver web content rely on copyright to protect their incomes, but sometimes need copyright to get out of the way so they can do their work. Engaging audiences and

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generating revenues often means juggling copyright and licensing. At the same time, creators and commentators have long relied on the many limits to copyright (no protection for facts, fair use, duration and the like) in order to produce new works. Consumers have long relied on these and other limits (such as first sale) to make full use of their purchased music, books, software, etc. Copyright is a balance. The natural --- even necessary --- one-sidedness of digital rights management (DRM) and restrictive licenses, however, is entirely unbalanced.

How does one deliver content that the audience wants without alienating performers, licensors and stakeholders? How do you know if your content is ready for the Internet? If it ends up criminalizing the audience, banning innovation, undermining user rights or crippling computers, then it's not going to fly. And, removing all possibility of follow-on creation, DIY expression and user flexibility would be a cultural and social disaster. Yet good and valuable web content is easier than ever for other websites to copy for use to derive revenue for themselves.

And so we ask, when does one exercise digital rights management?

Biographies

Jennifer Urban is a Fellow at the USC Annenberg Center and a Clinical Associate Professor of Law at USC. She teaches Intellectual Property and classes related to Technology Law and Policy. She graduated from Cornell University with a B.A. in biological science (concentration in neurobiology and behavior) and from Boalt Hall with a J.D. (intellectual property certificate).

Cory Doctorow is co-editor for the popular technology blog "Boing Boing." He is also a Senior Fellow at the USC Annenberg Center, and is currently the first to hold USC's Canada-U.S. Fulbright Visiting Research Chair in Public Diplomacy. Doctorow actively supports liberalizing copyright laws in order to increase the amount of creative work to share, remix and develop. A proponent of Creative Commons, his work emphasizes digital rights management, file-sharing, and post-scarcity economics.