

Digital Media Online

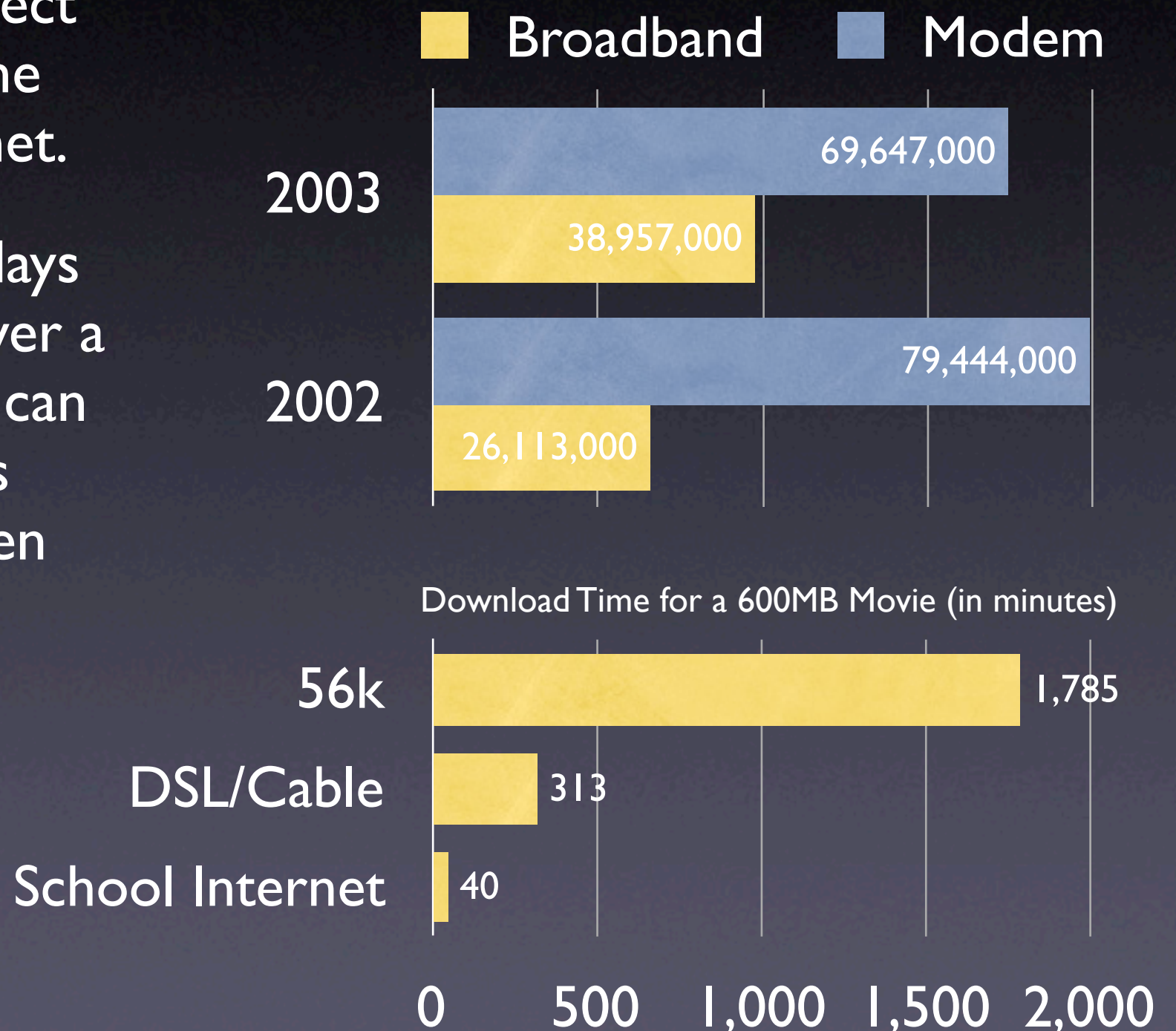
How can the movie industry adapt to online media so that they are not taken advantage of, as the music industry has?

Presentation Goals

- Summarize the music industry's fight with online downloading.
- Explain current legal alternatives for online music, Digital Rights Management.
- Summarize beginning movements for media online, both legal and illegal.
- Theorize on the future of media online.

How did online media become so popular?

- The biggest factor to affect online downloading is the rise in broadband internet.
- Whereas it could take days to download a movie over a normal modem, movies can be downloaded in hours over normal DSL, or even minutes over campus internet lines.



History of Music Online

- Napster was the first major music download service.
- Caused a RIAA (Recording industry of America) lawsuit which shutdown Napster
- Following several new, harder to sue download clients, the RIAA started to sue individuals downloading music; they have since ceased these actions following a consumer backlash.

Current State of Music Online

- “Illegal” download services, such as KaZaA, Limewire, and Warez still are extremely successful and are harder than original networks (such as Napster) to pin down an individual or company.
- However, legal services such as iTunes and Napster 2.0 are moderately successful and gaining ground.



Digital Rights Management: Copyright's Last Hope

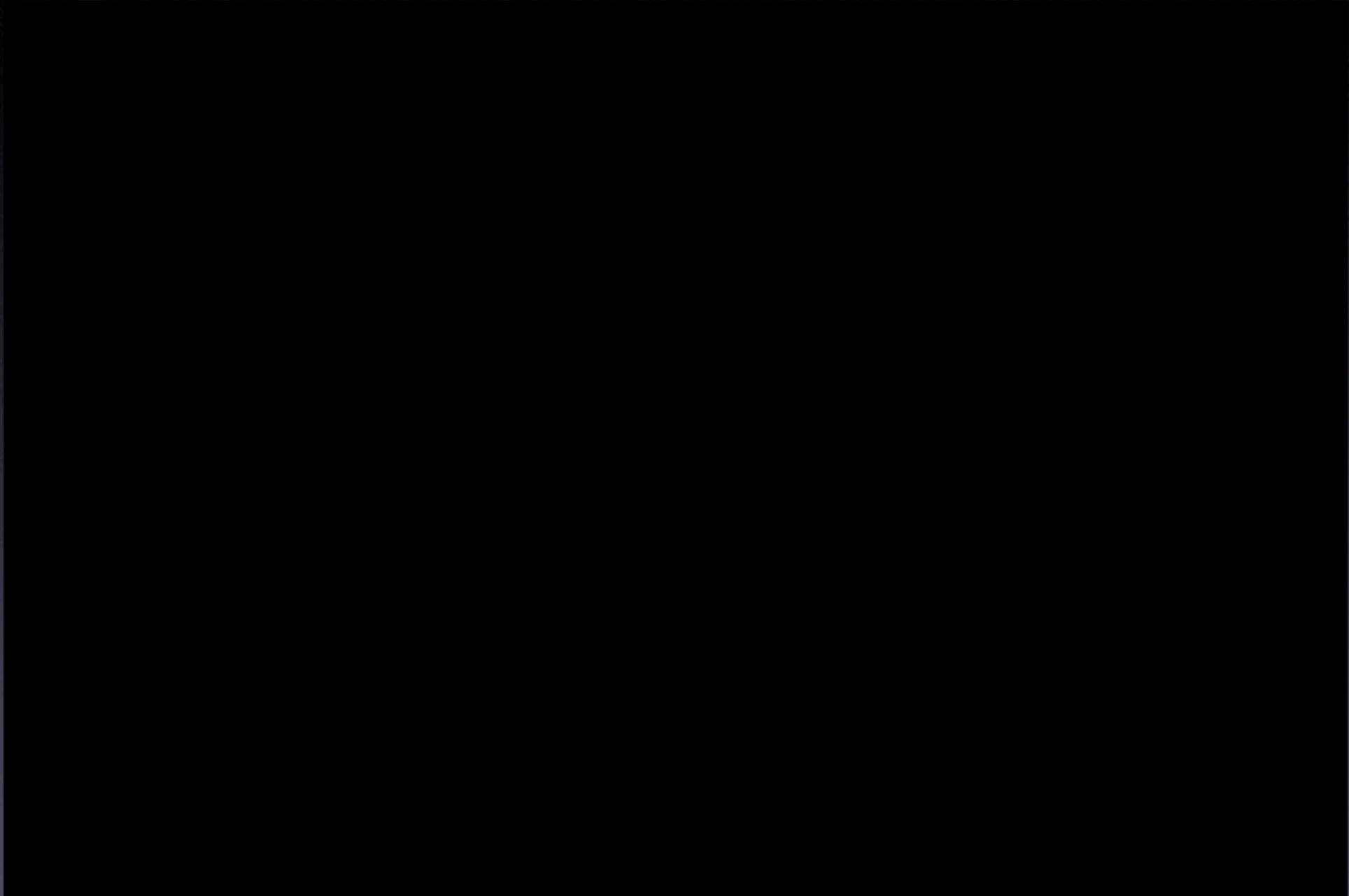
- Digital Rights Management, also known as DRM, is the newest form of control for copyrighted files on the internet.
- Broad range of DRM solutions, with many uses in text, audio, and video.

DRM Example: iTunes' FairPlay[©]

Price Per Song	99¢
Burning CDs	10 Burns of each playlist
Portable Music Devices	unlimited iPod transfers (no other MP3 Players Supported)
Playing on PCs	Transfer songs on up to 5 PCs

Movies Online

- Movies online have not grown in popularity as fast as music.
- Movies take significantly longer to download.
- Movies online are hard to find and not always good quality.



Illegal Movie Sites

- The largest network of movie files is mIRC. However, the program is hard to use and can take a long time.
- Other services such as KaZaA and BitTorrent have music files, but are hard to find and slow to download.
- “grey area” involves services such as EasyNews, which charge to download movies, but are still illegal.

Legal Movie Sites

- The top two movie sites are currently MovieLink and CinemaNow.
- Prices are similar to those at movie rental stores, however, these movies are not high quality and have strict DRM restrictions which only allow them to be viewed once.

My Opinion

- iTunes is one of the most successful music sites to date: however, free music services still provide a way for independant artists to gain a following and should not be shut down.
- The movie industry is making an effort to stop illegal downloading; however, they need to realize that poor quality, one-time movies are not going to attract users. They need to have a combination of high-quality compression and looser DRM before they can start to gain users.

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