

Minutes from Entertainment Technology Task Force

CHAIRS: Tad Marburg, Max Gasparri

Discussed possible study of Broadband culture -- university level users who will be driving the industry in the future and beyond. Bottom up view of users and deliverers of entertainment. How do the users define the entertainment space of the future?

Jacob Scott, Berkeley. Internet access of movies provided not by intellectual property owners of the movies.

Jacob:

People can obtain what entertainment they desire now for free, with relative ease -- intellectual property owners notwithstanding. Copies of DVDs, etc. processed in digital form transferable under current broadband conditions. Bottom line: security on DVDs has been broken. The motion pic assoc. has taken steps to curtail abuse, but rental market makes it available. Internet (peer to peer tech) makes distribution possible. 9% of present file sharing tech used for illegitimate sharing.

The Darknet Paper. Authored by Microsoft employees applying 6 degrees of separation theory to abuse of technology and those who can do it, their friends, etc... If you don't have the knowledge to do it, you can easily find those who do. "small world networks"

How much of this phenomenon is a result of buying habits, ease of use, ease of access ((my thought: cache of getting around the system, cache of being "cutting edge"???) psycho-social question as much as financial/access. What is motivation?

* vs. video, upon copying, there is no generational loss of quality.

* vs. past (eg videos, tapes, cds, etc.) the Internet now provides distribution channel that exponentially raises the stakes. Consequences much greater now than in the past.

security concerns that this ubiquitous distribution brings up. potential for risk to personal networks... malicious intent.

suggestion to look at video game sector -- networked, multi-user experience shared with others. A place to explore lessons...

**** How do we leverage the trends we are seeing in creating new networks, capabilities, products for the future?**

Microsoft product in which you can hook your computer to your stereo/tv -- more closely resembles the movie experience.

Model to explore: enough bandwidth to the home so that there is no need to download actual "thing" -- video on demand...

It's the user interface and ease of use that dictate survival of product.

** Fact: there is going to be piracy. Always. Can we evolve something that makes it unnecessary? (see **) Meaning, is the "solution" we seek two-pronged?: defense of piracy AND creation of product/services that make situation less desirable, a product/service/environment in which money is made elsewhere, in other manners. Shift source of income for entertainment industry. How can we benefit from the behavior we're seeing evolve now? How can we steer the future to our (the entertainment industry and technology industry) advantage?

LARRY How do we address the cultural shift that is happening right now in our young people? Socialize students on the permissible line of ethics in this new world?

DAVID (newcomer): this is a western-centric issue -- intellectual property. The tech is here to protect it, but no one wants to spend the money on it. We can only fix these issues through different business models. This is a business decision -- not a cultural shift or technology issue. Suggestion that VOD won't continue, but Netflix will.

Need for clarification of regulatory model. Until the issue of common carriers, broadcast model or publisher model is settled -- we cannot decide anything.

BACK ON TRACK:

Developing technology that will provide the user with the experience that they want AND offer us a beneficial business model

Seeking to develop a study/survey in which we can ascertain a direction for new tech and business models.

Day/date worldwide delivery?

Salivation points:

now

personalized

THOUGHT: Set up workshop à la the Latino white paper -- comprising undergrad and grad students (high school?) Be sure to include both those working in these areas now, as well as "average Joes" Let's also do part of research online.

TAD How do we harness present behavior in a new business plan that will allow the technology to serve it? Scalable and flexible over generations?

study of college students will skew toward that market only. ((Is this a problem?))

Question: is the broader point here what will drive gigabit to the home? Are we looking at whether media content will drive capital toward the one gigabit initiative? If so, at point will a consumer's behavior change? What are the consumer's expectations?

Study: what prompts you to change present behavior? What makes it worth it to you? (Latino paper model, types of questions)

SUMMARY:

- **Questions to Address**
How do we leverage the entertainment trends of today to project future entertainment technology? How can we provide the user with the experience that they want and offer the industries involved with a beneficial business model?
- **Overarching Mission as Guideline for Advancement of Task Force Activities**
To map user expectations of future entertainment models with the aim of creating potential new entertainment experiences and new business models for entertainment providers.
- **How to Advance this Mission**
 - *Workshop*: with university students to brainstorm future entertainment experience
 - *Sponsored Competition*: to develop new business plans