

Peer-to-Peer

Prosperity and Piracy

Seeking the Right Balance

Andrew Moss

Director of Technical Policy

Windows Division

Microsoft Corporation

P2P Technologies and Applications

● Technology innovation

- Convergence - good news and bad news

● P2P computing

- Distinct advantages
- Many legitimate uses
- Has been around for a long time

● P2P technologies have been hijacked

- Unauthorized copying and distribution of pirated content
- Vehicle to share illegal content (pornography & spyware)

Microsoft and P2P Technologies

● Multi-dimensional relationship to P2P:

- Architect, developer, and user
- Software subject to piracy

● Windows Media Rights Manager

- Secure and flexible
- Designed to enable a broad range of business models for managing and distributing content

A **TALE** to Tell

Balancing the Approach to P2P

● **T**echnology

- P2P, like all technology, is just a tool
- P2P is distributed computing -- not just file-sharing
- Technology can be abused
- But technology can also help curtail abuses

● **A**vailability of content

- Strong consumer demand for media content
- Attractive and legitimate alternatives are critical
- BUT rightholders must utilize the technology
 - DRMs are an important piece of the puzzle, but there are no silver bullets

A **TALE** to Tell

Balancing the Approach to P2P

● **L**aws and enforcement

- A range of enforcement tools are available – not just copyright
- Adequate resources are necessary for enforcement
- Importance of coordination and cooperation

● **E**ducating consumers

- Government and industry: must build consumer awareness and understanding of the importance of IP
- Content and service providers: must promote informed consumer decisions and understanding of the “bargain”