

## THE PALETTE OF CHALLENGES: ATTITUDE AND BEHAVIOR, BUSINESS, DEVELOPMENT AND ENFORCEMENT

### 9.30 – 10.00 WELCOME, TENDENCES AND NUMBERS

#### BEHAVIOR AND ECONOMY – WHERE ARE WE?

Developments in use, behavior and enforcement

- User behavior (statistics), digital criminal numbers, enforcement and effect (statistics)

Legal Services

- A helicopter ride over the development on legal music services on a wide scale in different countries

Enforcement overview

- The development in other countries on subjects such as net blocking, criminal units and different shades of graduated response solutions
- The story of the increased use of VPN among pirate masterminds/organizers

### 10.00 – 12.00 INTERNET REGULATION OR NOT?

#### ACTA – FACTS (SOPA + PIPA)

#### COMMUNICATION AROUND ACTA

What was said and how did they do things right?

#### YOUNG PEOPLE AND DIGITAL MEDIA

#### EU AND THE DIGITAL SINGLE MARKET

Legal initiative on EU level – where is EU going on regulation?

#### VIEWS ON REGULATION

### 12.00 – 13.00 LUNCH

### 13.00 – 16.00 CULTURAL ECONOMY

#### CAN THE CULTURE BUSINESS SURVIVE THE DIGITAL AGE? BY *TERJE GAUSTAD*

- Coherence between the enforcement costs and the rightsholders' motivation to invest in motion pictures, music and literature
- Coherence between the enforcement and the users' willingness to pay for legal services and explain
- Why good legal services alone cannot compete with illegal file sharing

#### A TAKE ON EXISTING BUSINESS MODELS IN THE FILM INDUSTRY

- Why Netflix is not a profitable business for the filmmaker
- The cultural value chain and why we need windows and territorial exploitation
- The role of the ISPS
- A venture capitalist view on copyright