Silent Revolution

When market fails...
Peer production network
recognizes
shares
books
P2P network
Commons based peer production network
illegal?
sure!
2136 scanned books
all in ©
Association of Hungarian Publishers and Distributors
shut down
„hidden business interest”
supply logic:
1989-2005 in Hungary
131 643 titles
27 247 in print
US film market
19.71%
US book market
Why?
shelf space
SLP
demand logic
2136 titles
3 160 000 downloads
in print
91%
in © but not in print
unsupplied demand
91% of downloads
how to make that 91% available?
amazon.com
book publishers
cheap digitization
low cost distribution
on an efficient market
increased accessibility
where is the market?
suing Google Book Search
threatening SLP
libraries
large scale, potential DRM users
offering DRM protected texts
where are the libraries?
# of titles in rural-urban-national libraries
7.300 - 60.000 - 540.000
users solve market deficiencies
Obscure content
subcultural goods
older works
orphan works
this is how they look like:
users solve market deficiencies
(copyright criminals)
Commons based peer production network
they are the solution
not the problem
digitize
archive
make accessible
recycle
cultural heritage
creating new markets
how?
Blackburn, 2005
<table>
<thead>
<tr>
<th>Percentile</th>
<th>Actual Sales</th>
<th>Sales With 30% Less File Sharing</th>
</tr>
</thead>
<tbody>
<tr>
<td>1%</td>
<td>73</td>
<td>70</td>
</tr>
<tr>
<td>5%</td>
<td>170</td>
<td>166</td>
</tr>
<tr>
<td>10%</td>
<td>281</td>
<td>277</td>
</tr>
<tr>
<td>25%</td>
<td>757</td>
<td>745</td>
</tr>
<tr>
<td>50%</td>
<td>2852</td>
<td>2851</td>
</tr>
<tr>
<td>75%</td>
<td>10110</td>
<td>9831</td>
</tr>
<tr>
<td>90%</td>
<td>26531</td>
<td>26934</td>
</tr>
<tr>
<td>95%</td>
<td>45255</td>
<td>47357</td>
</tr>
<tr>
<td>99%</td>
<td>133983</td>
<td>165054</td>
</tr>
</tbody>
</table>
What does it have to do with DRM?
commons based peer production networks
distributed resources
distributed knowledge
distributed production
by sharing distributed resources
work efficiently
converting excess capacities
into accessibility
DRM
different approach
centralization
access hierarchy
artificially re-creating scarcity
DRM and peer networks are incompatible
problems in the future
2050
all content producers use DRM
DRM is secure
everything is on the market
pirates are jailed
Document Security

The document's Security Method is used to restrict what can be done to the document.

Security Method: Password Security

Can be Opened by: Acrobat 5.0 and later

Document Restrictions Summary

- Printing: Not Allowed
- Document Assembly: Not Allowed
- Content Copying or Extraction: Not Allowed
- Content Extraction for Accessibility: Allowed
- Commenting: Not Allowed
- Filling of form fields: Not Allowed
- Signing: Not Allowed
- Creation of Template Pages: Not Allowed
- Submitting Forms: Not Allowed

[Buttons: Help, OK, Cancel]
commons based peer production networks
what will happen to a work from 2010
if there is no marketing behind it
if there is noone i can share it with?
What are these networks producing?
What free acces is good for?
illegal archives
knowledge
common experience
hype
community
around cultural products
mental shelf space
alive
culture is a common good
Commons cannot be built from private goods
bodo@mokk.bme.hu