

The Future Digital Economy

**Digital Content Creation,
Distribution and Access**

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*Are digital media and the Internet
changing creative supply?*

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HOW Are Digital Media and the Internet Changing Creative Supply?



Message is the Medium
Medium is the Message

Some Changes

- ✓ **Lower Entry Barriers**
- ✓ **Lower Distribution Costs**
- ✓ **Lower User Costs**
- ✓ **More Diversity [Shelf Space]**
- ✓ **Rise [Return] of Amateurism**

Symmetrical Networks

- ✓ Encourage Users as Suppliers
- ✓ Current Infrastructure Not Optimal
- ✓ OECD - Historic Mistake 1995
 - ✓ Internet Not a Public Good
 - ✓ Commercial Buildout
- ✓ OECD Can Get on Right Road NOW
- ✓ Symmetrical Business
 - ✓ DMX - Digital Media Exchange P2P



✓ **Digital Musicians, Composers, Graphic Artists, and Movie Makers**