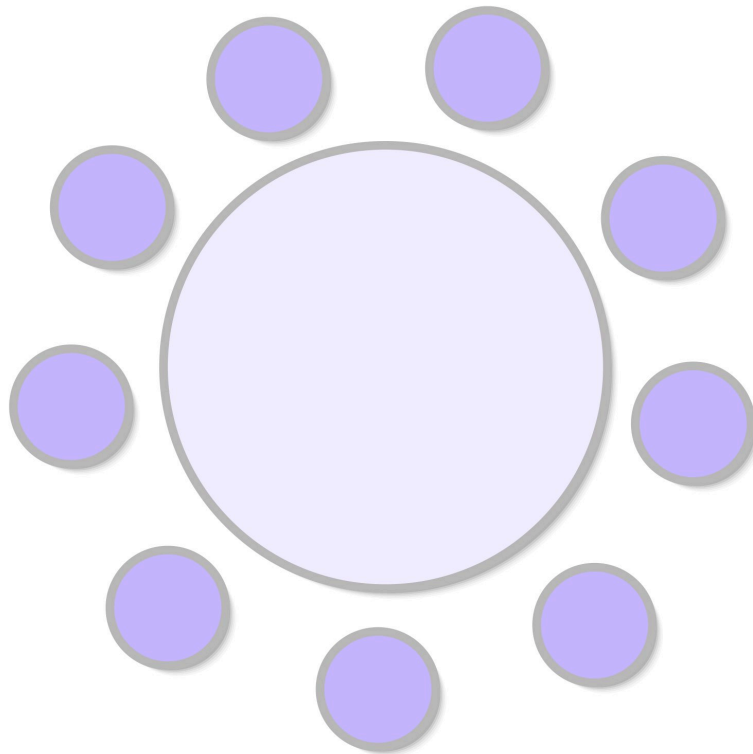# Future of Content in Europe
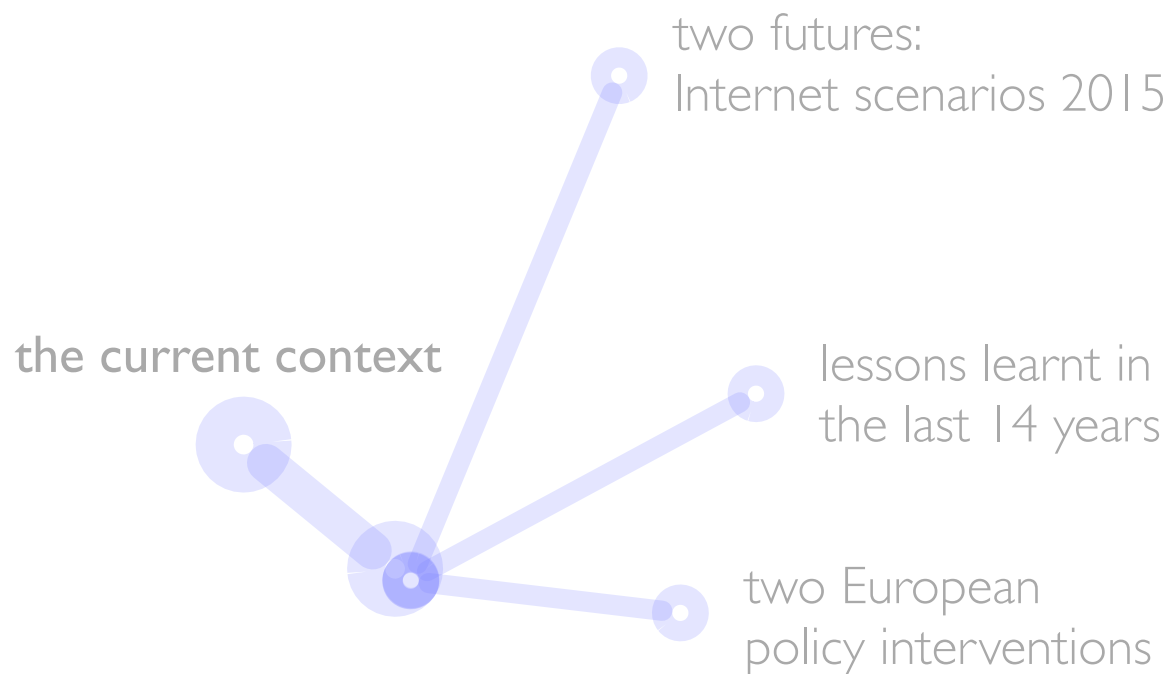
Daniel Erasmus,
The Digital Thinking Network/
The Rotterdam School of Management/
The European Internet Archive

daniel@dtn.net

www.dtn.net
www.rsm.nl
www.archive.org

October 2004

two futures:
Internet scenarios 2015

the current context

lessons learnt in
the last 14 years

two European
policy interventions

Current Context

Always on Internet is emerging as a force with 100 million broadband users

Peer to Peer networks are two orders of magnitude bigger than the "Internet" (5 petabytes vs. 40 terabytes)

The internet is becoming a letigious space

Text has been embraced by the Internet, Music is being embraced, and Video is about to be embraced
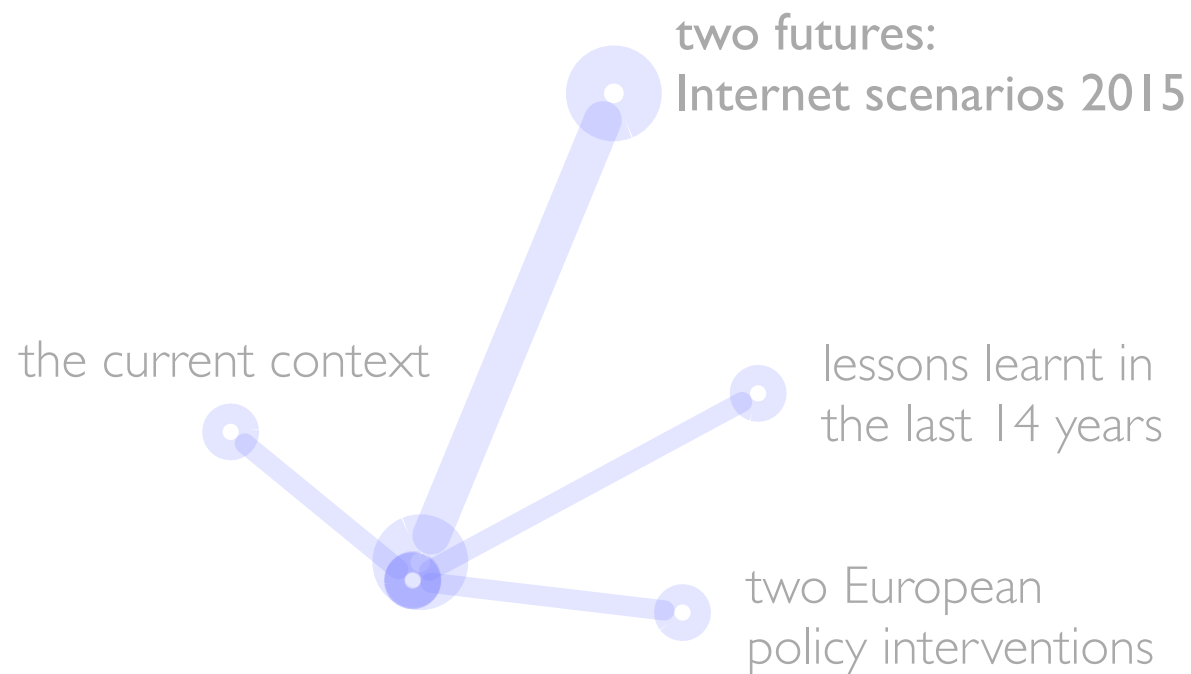
Internet is still in infancy, and its growth has been an accident

Ted Nelson:

the unintentional Internet

hypertext's original design had both pages agree on the link

nl EU
2004

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stories that could happen
& surprise us

scenarios

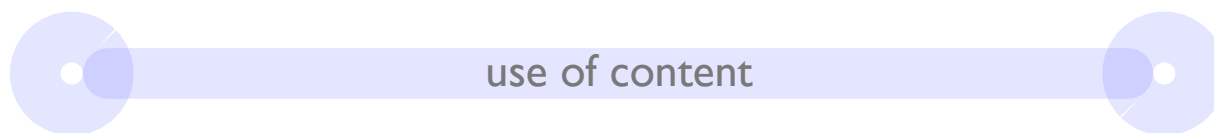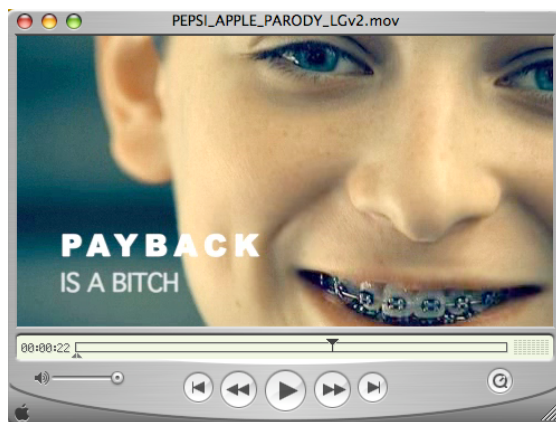the trick is not to ask if they will happen but,
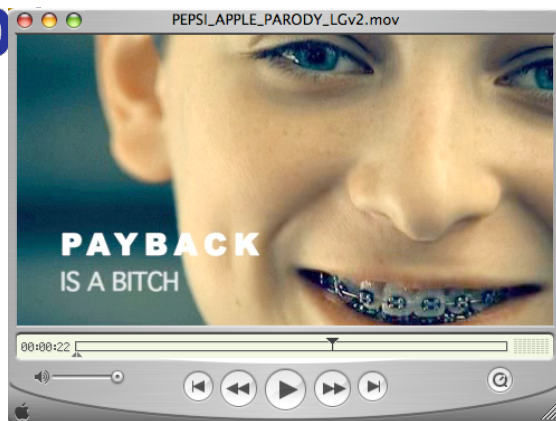
what we do if this happens?

are:

they are meant to
challenge
our assumptions

they help us prepare for the unthinkable

Two possible futures of the Internet:

use of content

PEPSI_APPLE_PARODY_LGv2.mov

PAYBACK
IS A BITCH

00:00:22

pepsi.mov

100 MILLION SONGS
1 IN 3 WINS

00:00:33

use of content

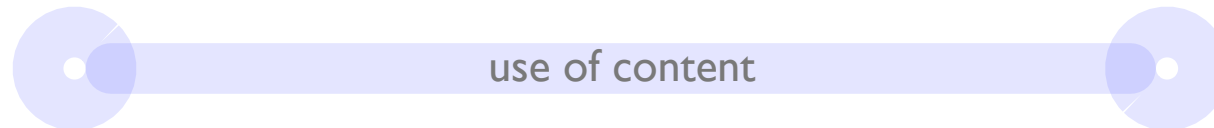*"How long before the audience produce more content than the producers?" - Peter Cockrane*

Two possible futures of the Internet:

Digital Clay

Downstream

open
(unexpected)

narrowly defined
(within pre-defined rules)

use of content

Unexpected? The Battleship Potemkin

1900

1925

Faust & Marguerite, 1900

Thomas A. Edison

Possibly the best film ever made. The Battleship Potemkin by the 27 year old director Sergi Eisenstein in 1925 invented a new way of seeing. Before Potemkin movies were stylistic copies of plays. The rule was to keep the camera still and move the people. Eisenstein revolutionised film-making by combining different cuts to create an emotional response in the viewer. He invented montage by using an unheard of 158 different shots in the final 6 climatic minutes of the film.

Eisenstein's masterpiece in 1925 The Battleship Potemkin invented modern cinema. The medium made a clean break with its past and with this modern cinema separated from the theatre play.
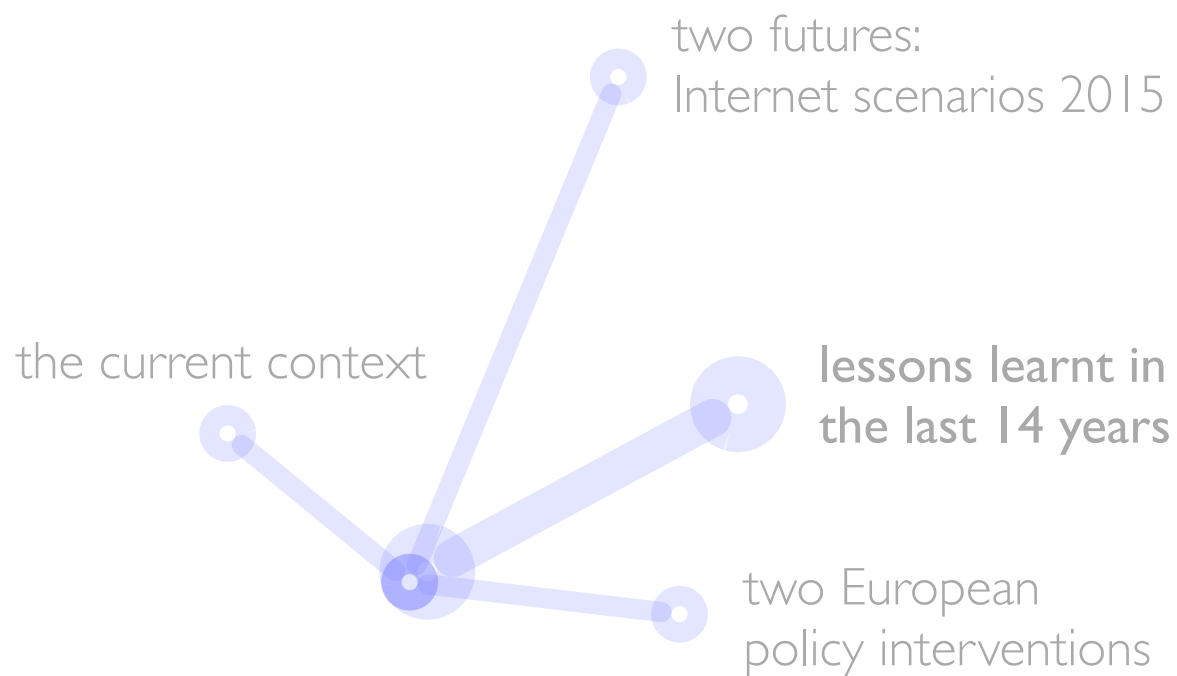
It was unexpected, accidental and unpredictable.

Battleship Potemkin, 1925

Sergei Eisenstein

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Lessons learnt in last 14 years

The net is not a wave, but a tide.

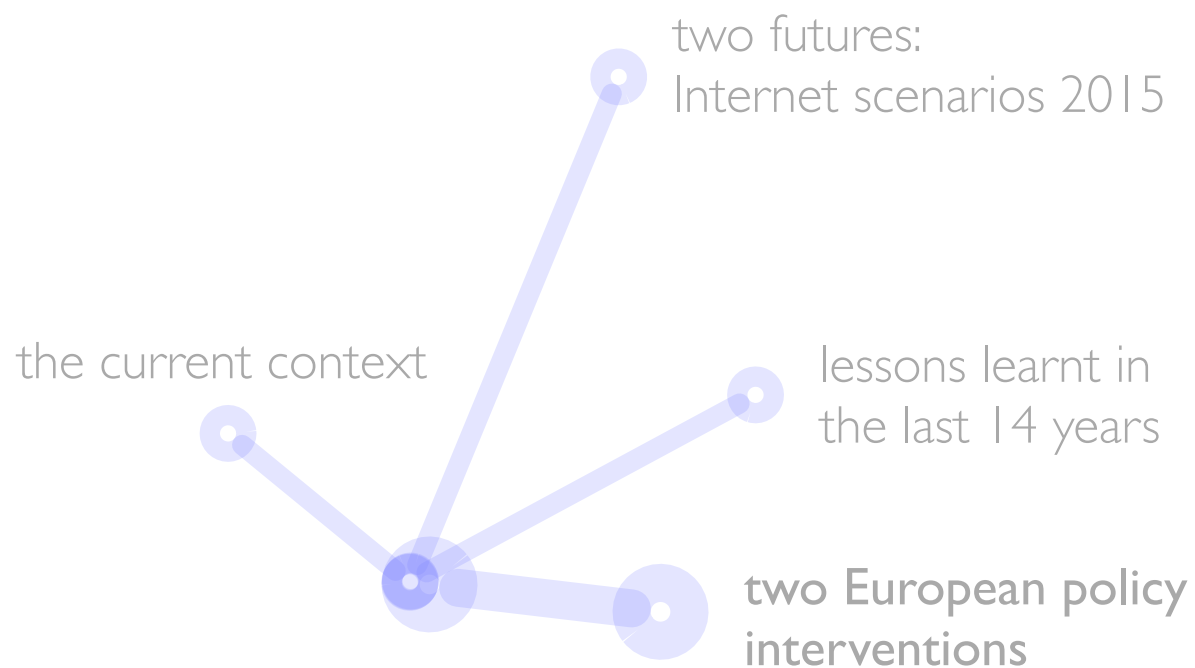Creating space works (Framework for Global Electronic Commerce)

Transposing institutions is more difficult (Van Gogh Museum)

It is not a free for all

Infrastructure is cheap

Distributed creativity works

People do not listen

two futures:
Internet scenarios 2015

the current context

lessons learnt in
the last 14 years

**two European policy
interventions**

A tentative proposal:
Two possible interventions:

Publicly paid content should be public

Moratorium on digital music lawsuits

Moratorium on digital music lawsuits

Behaviour has not changed significantly because of the lawsuits
(different studies results are not conclusive)

It is a distribution system that is being dis-intermediated (95% inefficient)

Generation of criminals are being created

Use the lessons learnt from the Framework for Global Electronic
Commerce in the 1990s and place a moratorium until the business
models are stable

What could we see?

Public Content should be Public

BBC's Creative Archive and other initiatives (NOB, etc.)

Going forward

Lisbon goals will NOT be met organically

Allows for the unexpected

Leverages Europe's unique position
- multiplicity (small markets)
- public support for culture becomes an asset not expense
- preserves the commons

Leverages desktop video, broadband driving forces

Create a generation of creators

Example Intiative: The European Internet Archive

Currently being established.

G o a l s

- Independent European organisation
- Grow content from Europe
- Serve as technology partner to EU libraries, etc. that serve by the terabyte
- Peer content and technology with San Francisco and Alexandria
- Discussing

S t a t u s

- Foundation Incorporated in Amsterdam
- Hosing 100TB serving .5 Gbs via gift of XS4ALL
- Needs about € 2 M / year to run