

COMMERCIALIZING MOTION PICTURES AND SOUND RECORDINGS THROUGH THE
INTERNET: COPYRIGHT LAW AND TECHNOLOGICAL CHANGE

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In this day and age, the Internet has permeated society at its most basic structure. Creative content, such as motion pictures and sound recordings have become more accessible to Internet users. The motion pictures and sound recordings industries have responded to the changes brought about by the Internet by calling for greater copyright protection of their works and have pursued strategies to enforce copyright laws against private users of content. This dissertation presents that the call for greater copyright protection will not address the changes that the industries are undergoing as a result of the Internet. Rather the more appropriate solution to technological changes brought about by the Internet and digital technologies will be to develop new business models and industrial structures that will allow motion pictures and sound recordings content to be successfully commercialized over the new technological platform of the Internet. Copyright law has a pivotal role to play in this age as businesses explore new ways of commercializing content through the Internet and as authors and artists have a more direct contact with the users of their works. Copyright law serves the fundamental purposes of promoting the progress of art, culture and education as well as allowing new forms of artistic works to be produced by providing an incentive to authors to create new works through the recognition of a temporary property right in their works. This dissertation submits that the role that copyright law has in balancing both private property rights of authors and the public interest in access to creative works for general societal development and growth is central to the successful commercialization of creative works over the Internet.

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