

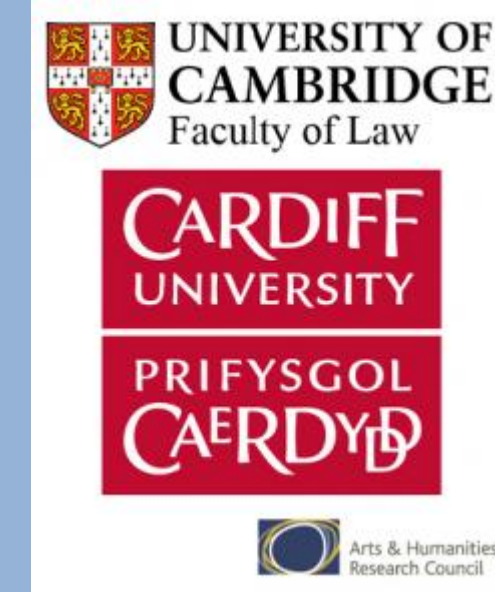
Evaluating legal responses to threats to news in the digital environment

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Research Questions & Deliverables

- Examine shifting business models in order to appraise how the news industry is adapting to the digital environment.
- Consider the methods of assessing these changes, not just on the economy, but also on society.
- Consider what role, if any, policy makers should play in this field in ameliorating the problems facing news institutions.
- Deliverables
 - 2 journal articles
 - Approx. 4 workshops
 - Final conference
 - Edited collection of papers from final conference

Challenges Encountered & Overcome

- For the empirical work:
 - A cogent rationale will have to be developed for identifying which types of news providers should be the focus of the study,
 - Within such boundaries, a coherent approach will have to be developed to determine which providers should be sampled.
- For the normative work:
 - The limitations of historical and comparative legal investigation as a means of drawing normative conclusions will have to be assessed.
- In general:
 - The fast-changing environment – legally, technologically and in business terms – will have to be factored into the study,
 - It will be necessary to establish and maintain trust among participants in the study where we explore sensitive issues around business plans.

Value Added & Unexpected Outcomes

- It is likely that the project will facilitate the development of a network of practitioners and academics studying the business of journalism copyright.
- It is likely that lessons learnt about the efficacy of new business models related to copyright in the media will identify insights relevant to other information-based industries.
- The project will be able to contribute to the next phase of discussion about the EU's copyright policy.

Progress to Date

- Preparatory desk-based survey undertaken of relevant literature:
 - History of news production and dissemination,
 - Contemporary economic challenges to the news production,
 - Copyright doctrine and history relating to news,
 - Contemporary comparative developments in copyright as a means of protecting news revenue.
- Contacts established and/or preliminary scoping conversations undertaken with:
 - Google,
 - The Guardian,
 - Washington Post,
 - BBC.
- Planning and structuring of first article surveying contemporary comparative developments in copyright as a means of protecting news revenue, to be completed by end of October.
- Papers based on drafts of this article to be delivered:
 - At the British Academy conference “Pedagogy and the Academy Today” at The Queen’s College Oxford on 30th September,
 - At the workshop “Copyright and News Reporting”, at the Universitat Pompeu Fabra, Barcelona, on the 14th November.

Next Steps

- Plan and deliver a first workshop on the comparative developments in copyright as a means of protecting news.
- Identify specific research questions and target institutions to appraise copyright issues relevant to current business models.
- Undertake empirical research and prepare second paper and workshop on this area.