



UC'S COMMITMENT TO DIGITAL COPYRIGHT PROTECTION

Universities across the country face increasing pressure to curb the electronic distribution of copyrighted songs and movies without permission over university networks. As creators and owners of intellectual property and licensed technology, UC has a strong commitment to upholding intellectual property laws, as well as protecting against the illegal sharing of copyrighted materials in digital format.

Current Challenges

UC campuses routinely receive copyright infringement notices from intellectual property owners under the Federal Digital Millennium Copyright Act (DMCA). The University has also received subpoenas from copyright holders to individuals who illegally downloaded copyrighted music and movies over University networks. The University now is receiving requests from copyright holders to forward legal settlement offers to individuals who allegedly have shared copyrighted works online without permission.

Universitywide Efforts to Prevent Illegal File Sharing

UC acts expeditiously to protect copyright by ensuring that copyrighted material is removed when notification is received under the provisions of the DMCA. UC campuses routinely evaluate and implement new copyright protection technologies and work to reduce the elapsed time between notification and removal of infringing content. Because of privacy concerns and the limited capability of network-based technologies to detect illegal file sharing, UC does not monitor the content of information transmitted over its networks.

The University routinely pursues other strategies which focus on greater awareness of copyright law and efforts to redirect student interest in digital content to legitimate sources of online movies and music. These efforts include:

Educating the UC Community

- The UC Office of the President has created Web sites to advise students, campus staff and the public on the University's policies in this area, as well as a host of communications tools for campus staff to use in their own educational efforts: www.ucop.edu/irc/policy/copyright.html and www.universityofcalifornia.edu/shareright
- The issue of illegal file sharing is addressed either during campus student orientation or when students are given access to e-mail accounts. All UC campus Chancellors have advised their communities on the importance of copyright protection and all campuses have well-publicized postings to advise students of the legalities of downloading copyrighted content.

Access to Legal Entertainment Services

- Providing access to legitimate sources of online music and movie services for campus organizations (e.g., residence halls) and individuals (students, faculty and staff) can serve as a long-term deterrent to illegal file sharing. In 2005, UC led an initiative to request proposals from online content providers for low-cost and appealing entertainment services for campuses. Since then, UC campuses routinely advise students about legal services for accessing music or movies, and some have formal agreements with providers such as Ruckus, Mindawn or iTunes.

Exploring New Business Models

- UC experts participate in activities sponsored by a joint committee of higher education and entertainment communities to explore solutions to illegal file sharing, including defining higher education's requirements for network-based tools for reducing illegal file sharing of copyrighted works.
- UC has collaborated with the entertainment industry on developing more effective tools for responding to copyright infringement and has offered to work with the industry to explore new models for delivery of entertainment products via the Internet.