MP3, the battle goes on
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The traditional recording industry has won another battle against Audiogalaxy, one of the companies that, according to the filed lawsuit, "facilitated and encouraged" users to copy and distribute copyrighted works. I must confess that, personally, I have at some time downloaded songs from the biggest in this arena, the now disappeared (or on the way to) Napster and for the very same reason. But what makes me think most is every time my twelve-year-old son tells me: 'Come on Dad, listen to what I have downloaded this time from this other site', some so-called Grokster.com. The other day my child astounded me absolutely by telling he had downloaded Star Wars II from somewhere; it still hadn't been released in DVD.

On one hand, there are reasons related to the copyright vs. the copywrong matter. Not underestimating the legislative effort made so far, this proves that the pace of progress and adoption of new technologies is so quick that legislation comes at full speed, but late. Let's not even mention the fiscal questions.

On the other hand, important players of industries such as music and video have been caught. Why? I wouldn't dare to give one sole reason. Convenience, not rethinking strategies again and again, not paying enough attention to what technological acceleration and digital convergence are doing, not realizing they may develop new business models if they evaluate properly their value chain and system chain… Like someone said, "what is now for the first time in the Net is human intelligence". I would add, "for good or bad", just like in everything. For certain, legal battles will continue and many other similar sites will suffer similar effects. But I think it's time for established players to wake up. Are they listening to what clients really want? Are they not too comfortable? Otherwise, why do I have to pay between €18 and €20 for a CD of a certain music group when I'm only interested in one or two songs? It takes up room, it's breakable. It's another physical good defying its validity in the digital era. Copyright, yes and more than ever, but with more accent on the right than on the copy, please.