

Title: Territorial Rights on Networked Media:
Issues and Solutions Facing eBook Publishers

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Trying to implement territorial restrictions on networked media is becoming increasingly complicated for content producers, distributors and users, with ever more intricate Digital Rights Management (DRM) technologies being adopted to implement property restrictions.

This paper will analyse the current eBook publishing environment by identifying common practices with regard to territorial rights and responding to current discourse both in favour of and against these practices. It will also outline the types of DRM technologies that police content and the issues that arise from implementing such technologies. This paper will go on to present possible alternative models that may be adopted by analysing two companies that have successfully adopted DRM-free practices and maintained global rights on the content. By identifying how the adoption of Web 2.0 principles has contributed to the companies' success, I will show that these principles should be adopted by eBook publishers when devising their own business models.

The purpose of this paper is to show that rights territories and networked media are irreconcilable, and eBook publishers should move away from the traditional models applied to physical books and implement new strategies for eBook publishing, taking on board the principles of Web 2.0