

By Paul Belleflamme, 3 December 2010

## Towards an ethical music downloading?



In expressing your opinion about digital piracy (in reaction to [my post of last week](#)), many of you suggested that the copyright industries should find alternative and creative ways to distribute their content in order to better compete with end-user piracy. Here is a sample of your comments:

*“Companies should find an alternative like for example propose a rental for customers to download music and films for a certain period.” (Mehdi Charef)*

*“what could be tried to be created is a sort of differentiation between the kind of product that is available for a cost and that is available for free.” (Preeti Kaushik)*

*“One way to combat this can be to include revenue generating mechanisms in file sharing sites themselves like inserting advertisements amongst the files or on the site(which can provide revenue on a per hit basis)” (Avinash Anil Pandit)*

*“There are also other solutions to listen to music for free : some platform (like Spotify, Deezer, ...) propose to listen to music for free, it is not illegal because they pay the royalties with ads on their website or between 2 songs” (Tung Le Van Thanh)*

*“A solution to reduce illegal downloads could be e.g. allowing customers to download free and legal a certain amount of maybe 2 songs a month from the site of a music company. Or one can try how it works if the costumers themselves can decide which price they are willing to pay for a song.” (René Petilliot)*

*“Considering that it is difficult to combat piracy in this field, it should be interesting to find other ways of bypassing this problem. For example, to offer digital goods at price floor or to offer a customer service in order to make pirated products less interesting.” (Mathieu Zen)*

*“The entertainment industry has to provide less expensive alternatives for CD’s,*

*DVD's and video games and provide them in a digital format." (Thomas Boriale)*

*"A solution might be to enable online sharing while earning revenue from hits and advertisements. This would give consumers their music and the producers their revenue." (Saagar Sinha)*

*"I would firstly suggest to find a way through which artists could join their efforts and create online platforms enabling consumers to download plenty of materials as they pay a global subscription fee (kind of royalty) to get the access." (Sophie Cambron)*

*"[Movie/music producers] should explore the possibility to provide customers with different ways to buy music and films. Legal downloads are interesting and if it is easy enough to use, it might be able to compete with piracy." (Lars Kronberg)*

You might then be interested in discovering (if you don't know it already) the new music download website [www.Fairsharemusic.com](http://www.Fairsharemusic.com), which proposes to tackle music piracy while helping charities by launching what the founders have described as *"ethical music downloading"*.

I am curious to know what you think of this initiative.