



Informational Hearing on Legislative Efforts
to Prevent Media Privacy

Creating a Culture of Change

What is working; what is not; what is left to be done.

UCLA perspective

March 19, 2010

UCLA's position on illegal file sharing

- Not an IT issue. It's a behavioral problem.
- UCLA combats illegal file sharing through education, discipline, and the promotion of legal alternatives.
- As creators of original content we strongly support intellectual property rights.
- We take seriously all allegations of infringement occurring on campus, and community members found in violation face University discipline in addition to any legal consequence.

Our student life approach:

- We work to instill within our students core values and ethics that prepare them to be responsible members of society.
- We are educators, but not our student's parents.
- We provide context and information so students can make informed decisions about their behavior and actions that impact themselves and others (e.g. intellectual property theft, alcohol abuse, academic dishonesty, sexual misconduct).
- We promote "Doing the right thing", but doing so is the student's job.
- Discipline for misconduct become "teachable moments"

UCLA – campus

- Student body - ~38,200
 - ▶ Undergraduates - ~26,500
- On-campus resident population - ~10,700
- Undergraduate- ~9,100
 - 93% 1st year students
 - 50% 2nd year and transfer students
- All residents have full-time access to wired (100MBit) and wireless (54-130MBit) networks.

1st year student attitudes and beliefs

Upon entry –

- Have little concept of intellectual property rights
- Admit to having swapped digital entertainment over the internet with their friends using Limewire, BitTorrent, or other method.
- Believe no one is hurt by their actions online.
- Have little idea what's legally permissible, what's not.
- Think their chances of getting caught are near zero.

Campus network management

We do not:

- Monitor internet use or prevent infringement by blocking peer-to-peer (P2P) communications
 - No communication is inspected for content.
 - We do, however safeguard and monitor our network performance, and respond quickly to claims of infringement.

We do not:

- Employ passive redirect technologies that steer users away from illegal sites (e.g. FrontPorch, Launch Locker)
 - A form of behavior monitoring since all redirects are logged and reviewable.

UCLA – P2P

Why else do we not prevent (block or redirect) on campus use of P2P?

- Faculty and student researchers utilize P2P networks for transporting large volumes of data.
- $\frac{3}{4}$ of UCLA student population live off campus. Technology blocking on campus only shifts incidents of infringement elsewhere. Attitudes and behaviors are not affected (opportunity for teachable moment is lost).

Deterrents – What we do

- Caution students about illegal file sharing employing a variety of methods to get this message across.
- Require students to register their computing devices before attaching to our residential network, and use their university ID/password to connect through our secured wireless WAN.
- Shape network and regulate bandwidth use on our campus backbone.
- Sanction students who violate the law
- Offer legal alternatives

Student Life approach

- Education/outreach
 - Student orientation, information fairs, web site, acceptable use policies, student conduct code, move-in packets, posters and signage, campaigns (e.g. “Think Twice”), annual letter to the campus by CIO and Dean of Students
- Discipline (student judicial process – graduated response)
 - Quarantine, group meetings with Dean – on first offense
 - Sanction likely on 2nd offense
 - Suspension likely, dismissal possible on 3rd offense

Student Life approach (cont)

- Legal alternatives
 - University hosted/promoted services
 - CDigix (2006-2007) – out of business
 - Ruckus (2008) – out of business
 - Referred services - Birdtrax (2009 to present)

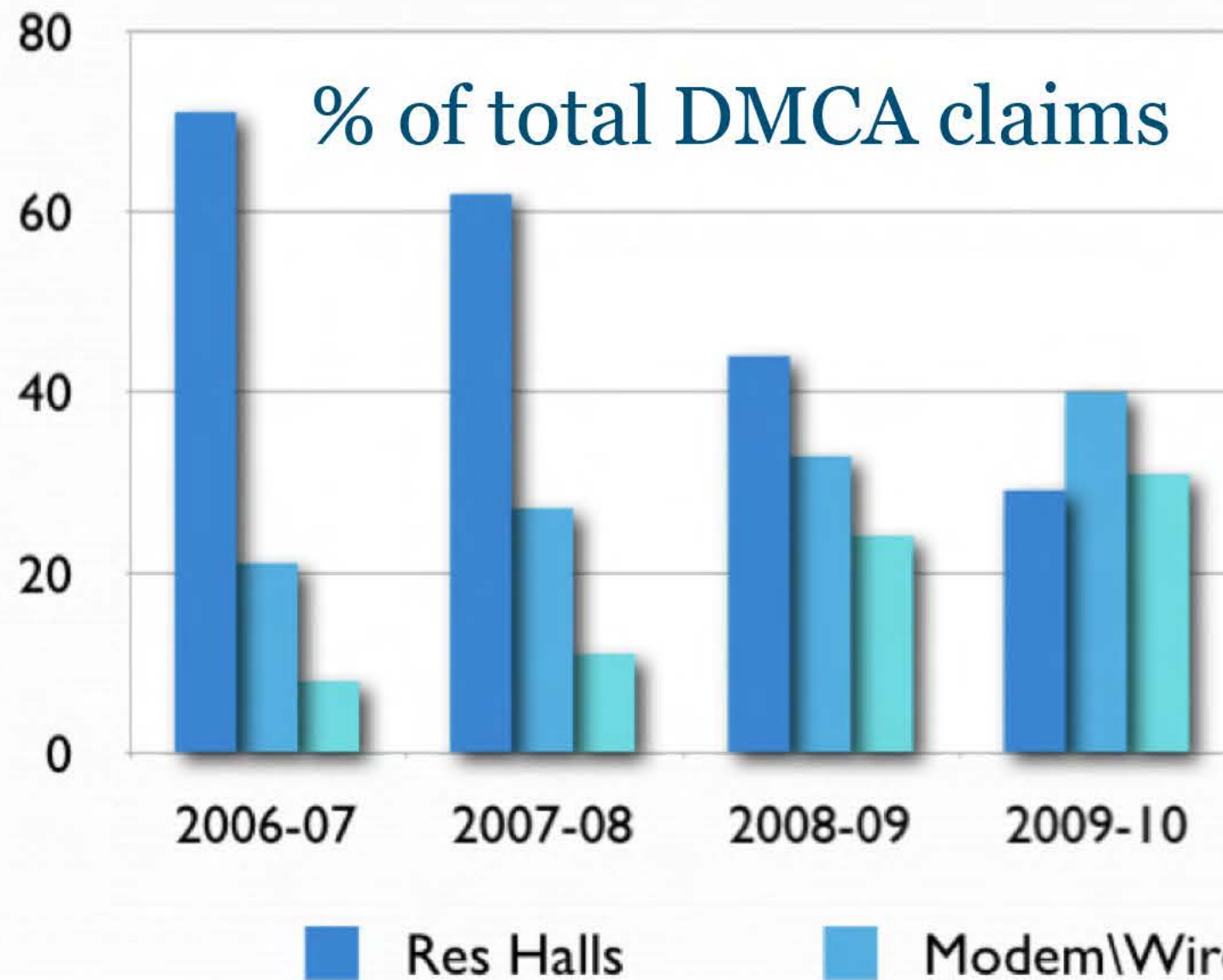
- Current sponsored service: **UCLA** on **clicker** 

What HAS worked

Mandatory workshop with Assistant Dean of Students

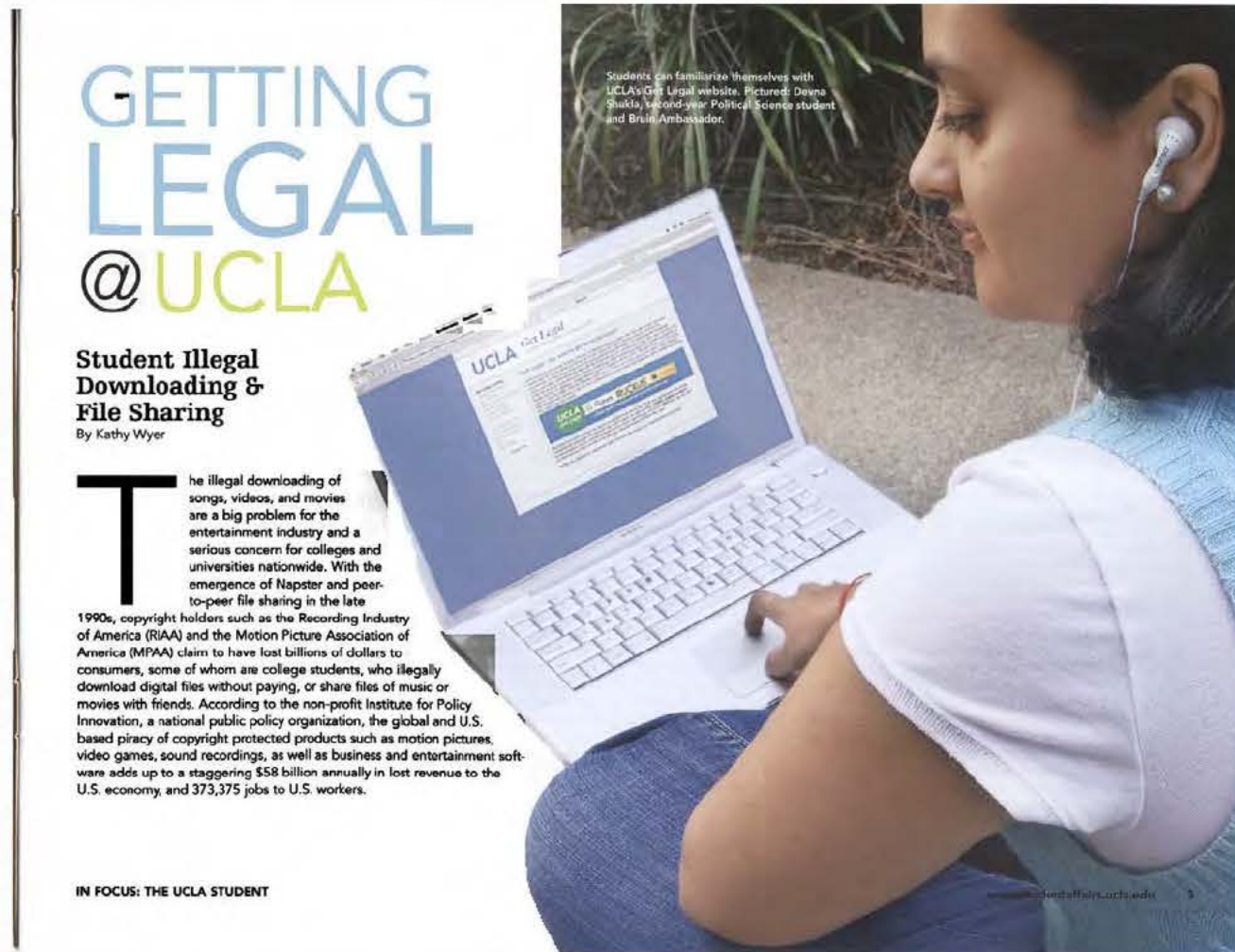
- Students cited for 1st offense MUST attend session
- Run 10x/term since 2008
- Topics covered
 - DMCA and UCLA's role
 - Why UCLA advocates intellectual property rights
 - How you got caught (everyone's favorite)
 - What sanctions are likely for repeat offenses
 - What's legal, what's not
- Recidivism rate prior 2005-2007 (~12%)
- Recidivism rate 2008-present (1%)

What HAS worked



Continues to drop
in on-campus housing
(undergrads 17-20)

What HAS (or seems to have) worked to raise awareness or increase use of legal services



Campus Magazine

Target audience:
PARENTS!!

What HAS (or seems to have) worked

to increase use of legal services

GET LEGAL
The way to acquire entertainment

Get READY
Legal digital entertainment is coming to UCLA

Get MUSIC – FREE!
• Your favorite tunes, past and present, from major artists and independents
• Subscribe to over 2 million tracks
• Play subscription tracks on many portable players
• Download tracks to keep

Get VIDEO
• Use your PC to watch your favorite shows
• Watch TV's 10 hottest channels on your PC
• Rent movies and videos for as little as \$1.99

Get FAMOUS
• Get into the music publishing business
• Upload your own music for sale or free distribution

Get it NOW
All services are available

Get the FACTS
• It's safe, fast, and all legal

GET the whole story at
<http://www.GETLEGAL.ucla.edu>

*UCLA Student rate

Cdigix (2006-2007)

Free streaming service

Authenticated for students

Tethered to PC but extended to 3 PCs

Drop in/out anytime

Didn't work on Mac or Linux

>5000 campus users!

iTunes Affiliate Program

No cost break but rebates school 5%

Funds went to student gov't

Platform agnostic

Can save as MP3 for use on any portable player.

What *may* have worked

to increase student awareness



IF YOU THINK
\$13.99 FOR A CD
IS EXPENSIVE -
TRY \$4,000.00
FOR ONE SONG.

In 2006-07 over 400 UCLA student residents were caught illegally downloading and sharing music, movies, videos, TV shows, and games. 59 student residents settled lawsuits with the music and movie associations totalling \$177,000 - an average of \$4000 per incident. Hundreds of residents were sanctioned by the Office of the Dean of Students for violating copyright.

Right now the entertainment industry is monitoring networks throughout the nation for illegal file sharing - including UCLA's.

Bottom line -
Play it safe and share right.

GET LEGAL instead.
Go to www.getlegal.ucla.edu
and get your digital
entertainment legally,
including free music tracks
from Ruckus, music from
Mindawn, and all your iTunes
music and videos.



SHARE RIGHT Visit www.getlegal.ucla.edu for more information

Example of table tent

- Dining halls
- 2005-06

Students acknowledged seeing the postings, which ran several times during the year. Get Legal received dozens of emails from students about this warning, mostly of “what if” questions.

What *may* be working

to increase campus awareness

7

**RESIDENTS ON
THIS FLOOR CITED
FOR FILE SHARING**

These students may face **restricted computer access, fines and suspension.**

Don't be a part of this statistic. There are safer, legal ways to gain access to your favorite music, TV shows, movies and software from the entertainment industry.

Visit www.getlegal.ucla.edu to learn more.

Contact orsl@ucla.edu for free file sharing software removal.

| | | |
|------------------------|-----------------------------------|--|
| month DEC 08 | location RIEBER 5 SOUTH | A message from UCLA ORL, Housing, Dean of Students Office. |
|------------------------|-----------------------------------|--|

Think Twice campaign:
(in residence halls – 2008-09)

Posted adjacent to floor elevators,
the number of residents per floor
cited each month for illegal file
sharing

- Students aware (effective) in some halls, not others
- Some consider it badge of honor or feel their floor picked on.

What has **NOT** worked

increasing student use of legal services



Ruckus music service

- download only
- tethered to PC
- platform specific – Windows
- won't extend to iPod
- monthly fee to port playlist to non-Apple portable players (e.g. Zune)

- Students said service was hassle and often didn't work
- Students prefer streaming music
- No Mac/iPod use

Anderson School Study

SPR 2008

College students' entertainment preferences and online practices

Students actually prefer legal to illegal but ONLY if they can get it:

Now - if I have to wait you lose me

Easily - one stop shop, please!

For Free! (or super cheap)

w/Extras - give me something that enhances my experience

UCLA reaches for the Clicker

Clicker and UCLA

Start-up video aggregator, Clicker Media, Inc. pitches video index concept for campus use.

Clicker's service:

- Indexes most-watched professionally produced video available on the internet
- ALL content is original and copyright protected (no illegal content)
- Hosts nothing - links to content from source
- Makes searching for content super easy
- Adds value to experience by including social networking functions

Satisfying Students

Could Clicker's "legal" service meet students' preferences?

Clicker says their service will deliver content:

- ☑ Now - Hundreds of thousands of titles available immediately
- ☑ Easily - Searching is super simple
- ☑ For Free! - over 90% of content is free
- ☑ w/Extras - Top 10, user ratings, playlists, more

So What's

UCLA on Clicker?

..it's what's best on the net..

UCLA on Clicker is a comprehensive index of professionally produced online programming that makes it easy for users to watch content from a variety of media. Clicker makes it easy to watch many of the top television shows from all the major networks plus select movies available through both free and subscription-based services (e.g. Netflix).

Movies



Television



UCLA on Clicker

..it's what's best on the net..

UCLA on Clicker's index includes current music videos from MTV Music, AOL Music, Vevo, as well as thousand of entertaining web originals from YouTube, Crackle, Channel 101, NFL Network.

Music Videos



Web Originals

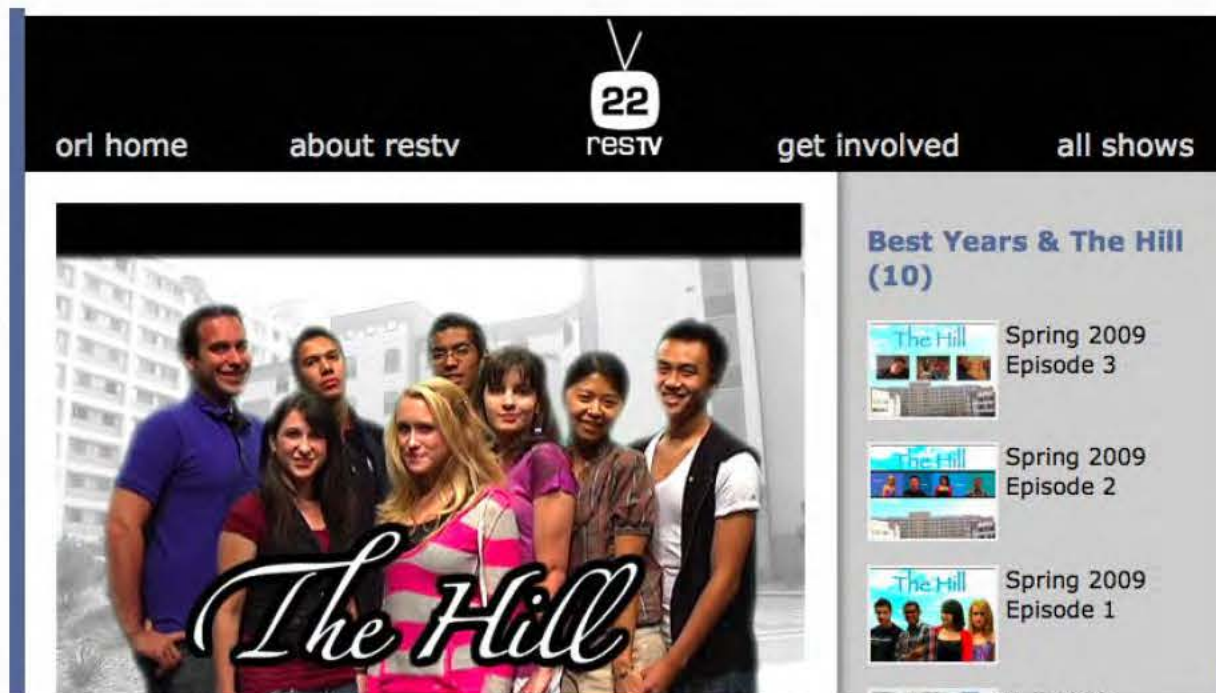


UCLA on Clicker

campus content included!

UCLA on Clicker is adding video content from the campus on an almost daily basis. Clicker helps us showcase our faculty in the classroom, our research, our arts and entertainment programs, and our students. Currently all UCLA video content from UCLA on YouTube is in the Clicker index, and we're in discussions with OID to add web courses from Bruin Cast. All content is screened prior to inclusion in the Clicker index.

Student Life



Presentations and lectures



UCLA on Clicker

on the UCLA student portal

The screenshot shows the UCLA MyUCLA student portal. At the top left is the UCLA logo. To its right is a weather bar displaying "Good Morning. Welcome to MyUCLA!", a sun icon, "clear, 60.1 F (15.6 C)", and the date "Saturday, February 13, 2010 Winter 2010 - Week 6". Below the logo is a large "MyUcla" graphic. A navigation bar contains links: Students, Faculty & Staff, Community, Media, Menus, WebMail, Directory, Map, and Traffic. On the right, there is a "login" button, a link for "login problems?", and a link to "sample myucla screens".

The main content area features a section titled "UCLA on Clicker - Your connection to tv shows, music, movies and more." This section includes the "UCLA on clicker" logo with the tagline "What's On Online". Below the logo is a search bar labeled "Search by Show or Topic" with a red "FIND" button. To the right of the search bar are two featured items: "Saturday Night Live" with its logo and "Source: NBC", and "Anderson Distinguished Speaker Series" with its logo and "Source: UCLA".

Below the search bar, there is a "Browse videos by:" section with tabs for "Title", "Categories", "Trending", "TV", and "Web". To the right of these tabs are three video thumbnails labeled "Campus", "Classroom", and "Student Life".

On the right side of the main content area, there is a "Search" box with a "UCLA" button and a "web" button. Below the search box is a "Happenings" section featuring a large image of Charlie Chaplin and the text "2/13 - Silent Films with Royce Hall Organ". Below this is a smaller image of a basketball player.

At the bottom of the page, there is a navigation bar with links: Events, Workshops, Daily Bruin, Campus News, Forums, and BruinTech.

Introducing “UCLA on Clicker”



“Clicker is...the TV Guide of Internet television.”
ReadWriteWeb

WHAT'S NEW | **WHAT'S HOT** | RECOMMENDED | PLAYLIST

IT'S A TOUGH LIFE:



My Life as Liz
MTV – Music Television
Available Videos: 2
“My Life as Liz” explores high school life through the eyes of Liz Lee, a precocio...

LIZ SURPRISES HERSELF:



My Life As Liz: Hunting for Change
MTV – Music Television | Season 1: Ep. 5
Liz heads out hunting for an anti-animal cruelty story in hopes of getting closer to Bryson, but ends up bonding with Taylor in...

◀ ○ ● ○ ○ ○ ▶ PAUSE

Find

Suggested Searches: [Mardi Gras](#), [Olympics](#), [Greece Debt](#), [Google Buzz](#), [Daytona Win](#)

Create an Account | Sign In | Help

Shows by Title

| | | | | | |
|---|---|-------------|---|---|---|
| A | B | C | D | E | F |
| G | H | I | J | K | L |
| M | N | O | P | Q | R |
| S | T | U | V | W | X |
| Y | Z | Numbers 0-9 | | | |

Shows by Category

- Action & Adventure
- Animation
- Arts
- Business & Finance
- Comedy
- Documentary
- Drama
- Education
- Events & Specials
- Food & Cooking
- Health & Lifestyle
- How To
- Kids
- Live Programming
- Mystery & Suspense

[See all categories](#)

Shows by Media

- TV
- Movies
- Web Originals
- Music

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So What's

UCLA on Clicker?

..it's what's best on the net..

- Guide to online programming
- over 600,000 episodes, from over 10,000 shows, from over 1,500 networks, in over 1,300 categories
- broadcast TV, music videos, films, web originals
- includes many UCLA video productions
- professionally produced original content only

UCLA on Clicker

in the future

- Dedicated information website www.clicker.ucla.edu will debut April 2010
- Webcasts from UCLA Bruin Cast (undergrad courses), film projects from UCLA film school
- Clicker to authenticate UCLA students for membership benefits (playlists, notifications, rating non-UCLA content)
- Desktop widget
- Possible streaming to hand-helds

UCLA on Clicker

So, how are we doing so far?

UCLA on Clicker launched Feb. 2, 2010

Averaging ~2,500 sessions per week via student portal

Positive write-ups in LA Times, Daily Bruin

Little marketing to date

Comments? Questions? - Email Clicker@ucla.edu.