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

California State Assembly Committee on Arts, Entertainment, Sports, Tourism, and Internet Media

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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"

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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.

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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.

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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.

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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.

- ¾ 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).

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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

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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

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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

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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%)

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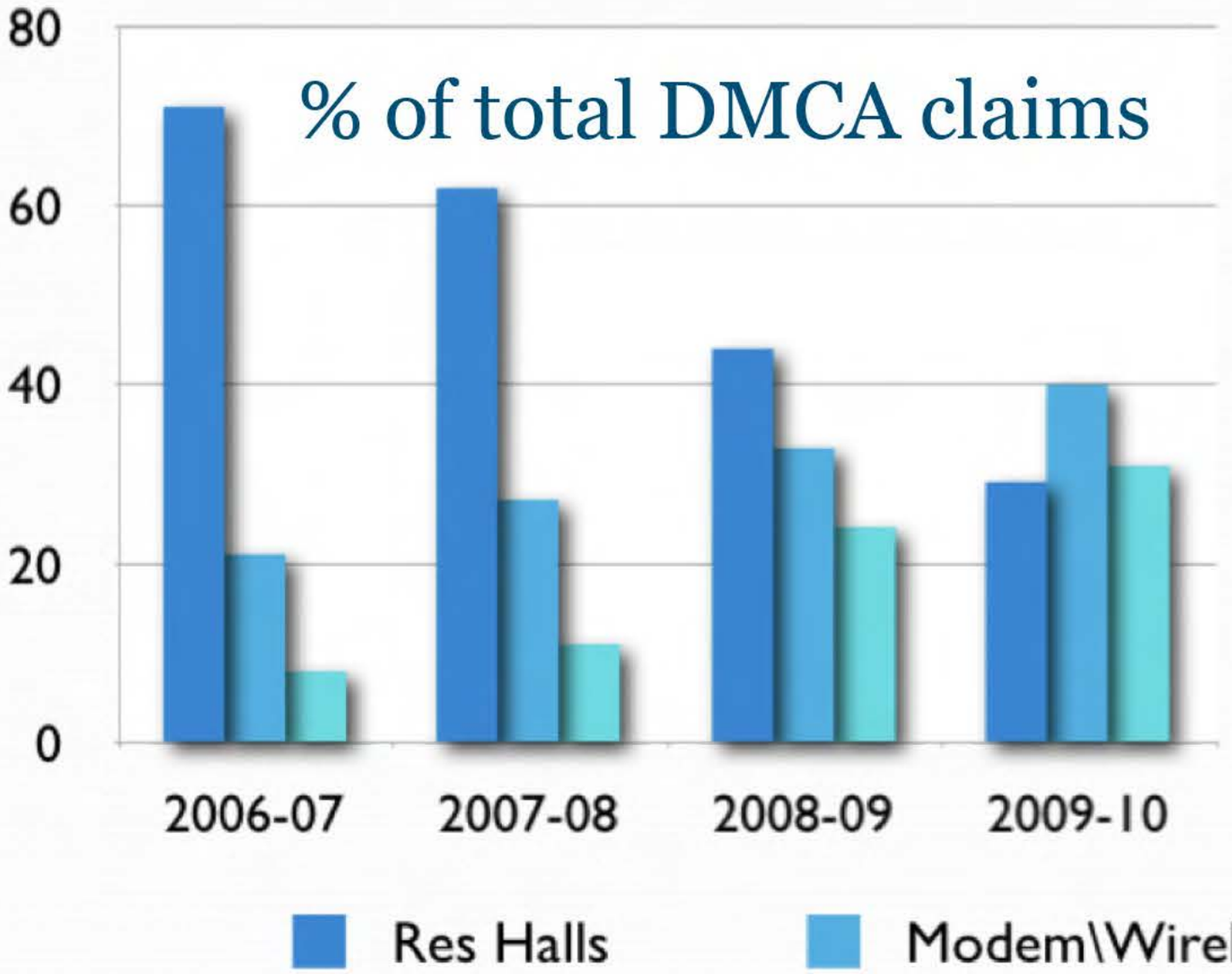
What HAS worked



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

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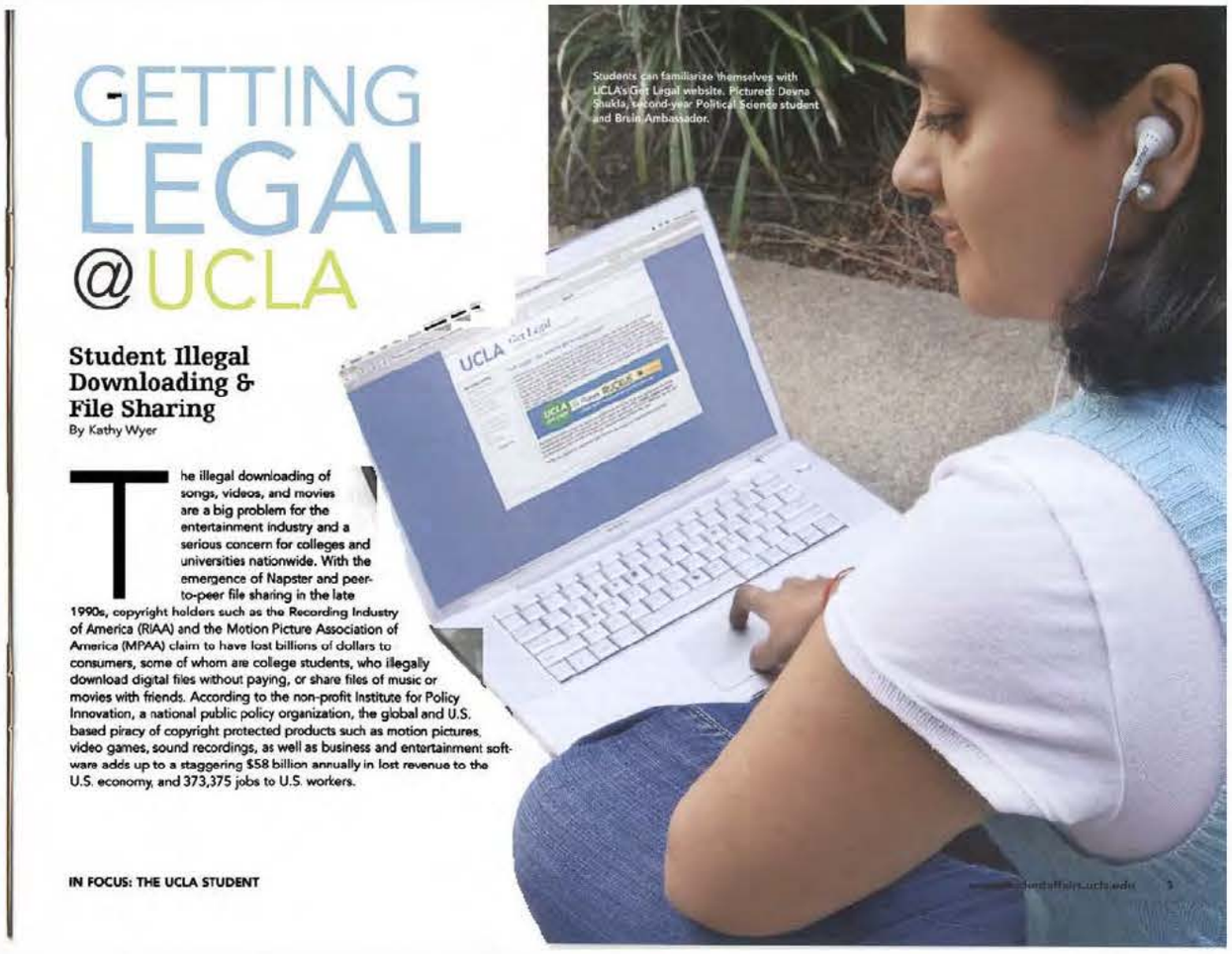
What **HAS** (or seems to have) **worked**

to raise awareness or increase use of legal services



GETTING LEGAL @UCLA

Student Illegal Downloading & File Sharing

By Kathy Wyer

The illegal downloading of songs, videos, and movies are a big problem for the entertainment industry and a serious concern for colleges and universities nationwide. With the emergence of Napster and peer-to-peer file sharing in the late 1990s, copyright holders such as the Recording Industry of America (RIAA) and the Motion Picture Association of America (MPAA) claim to have lost billions of dollars to consumers, some of whom are college students, who illegally download digital files without paying, or share files of music or movies with friends. According to the non-profit Institute for Policy Innovation, a national public policy organization, the global and U.S. based piracy of copyright protected products such as motion pictures, video games, sound recordings, as well as business and entertainment software adds up to a staggering $58 billion annually in lost revenue to the U.S. economy, and 373,375 jobs to U.S. workers.

IN FOCUS: THE UCLA STUDENT

Students can familiarize themselves with UCLA's Get Legal website. Pictured: Devna Shukla, second-year Political Science student and Bruin Ambassador.

Campus Magazine

Target audience:
PARENTS!!

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What **HAS** (or seems to have) **worked**

to increase use of legal services

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.

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What *may* have worked

to increase student awareness

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.

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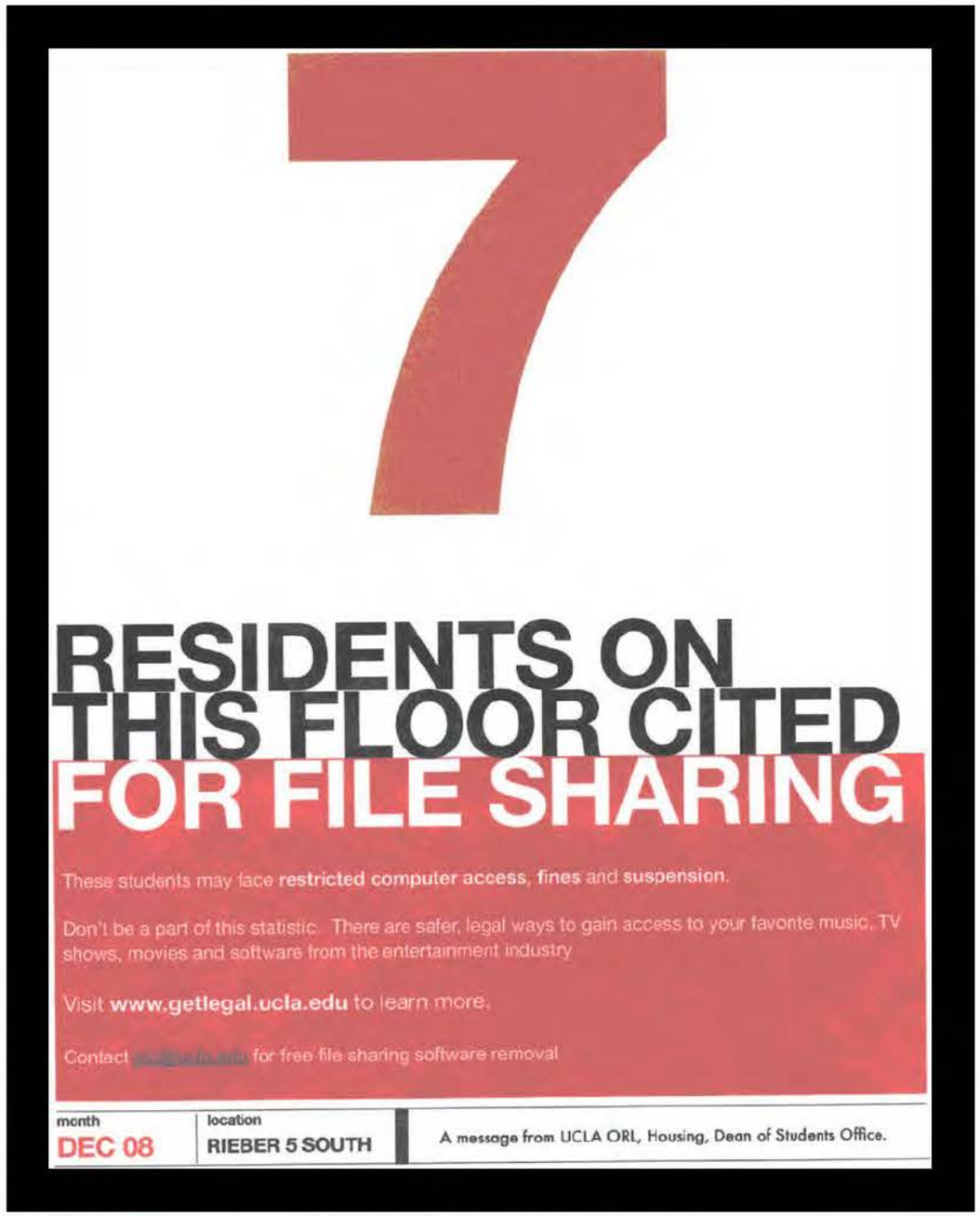
What *may* be working

to increase campus awareness



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.

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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

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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

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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

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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

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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

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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

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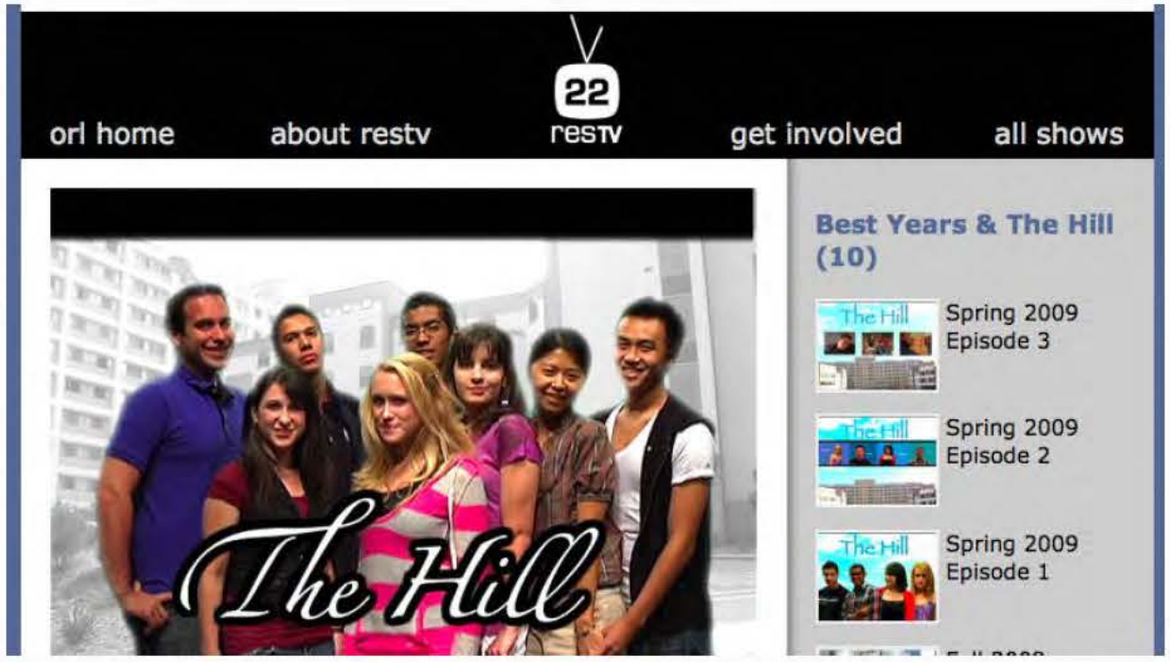
UCLA on Clicker

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

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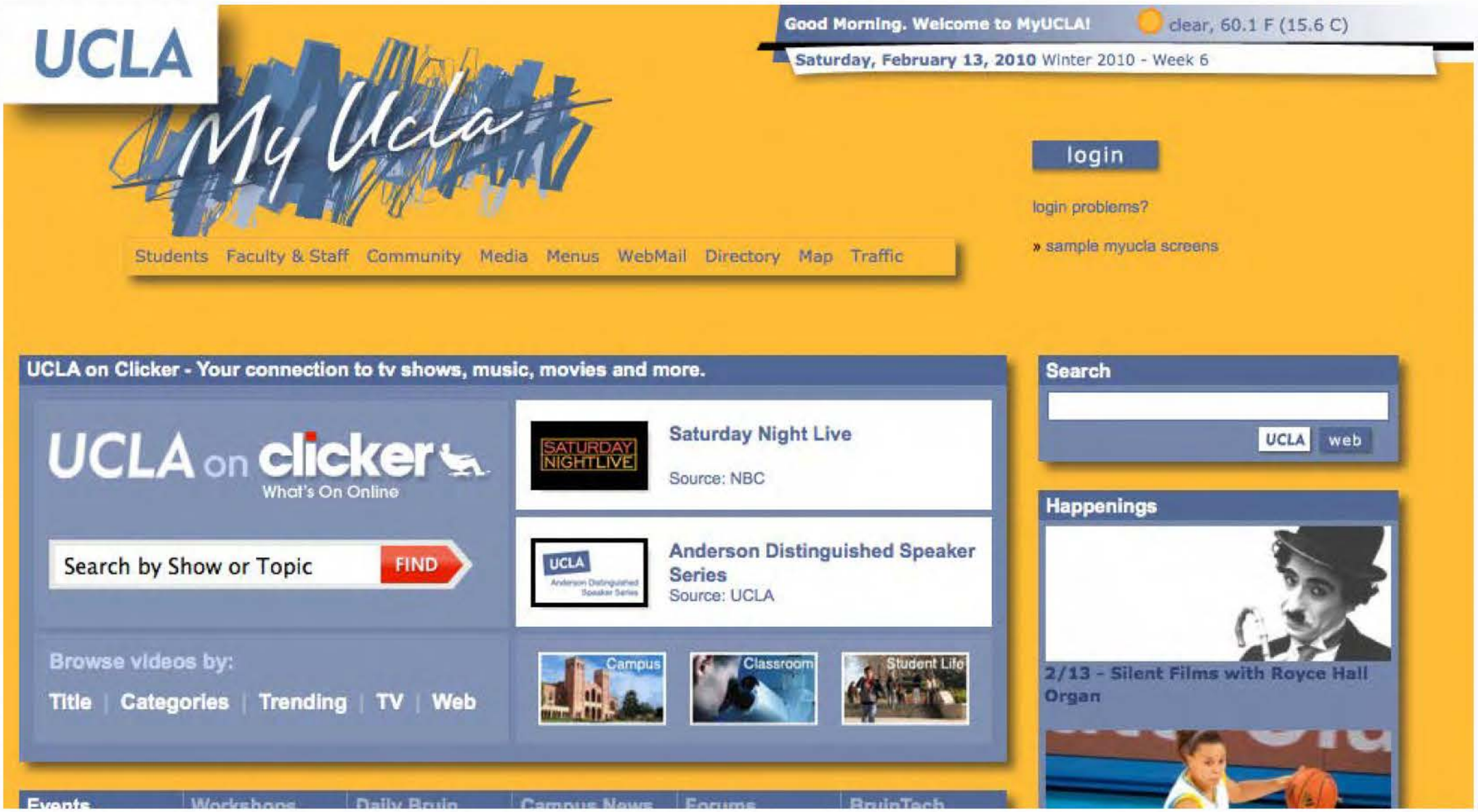
UCLA on Clicker

on the UCLA student portal



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Introducing “UCLA on Clicker”

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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

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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

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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.

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