

Public Policy

How Intel promotes innovation worldwide



Intel Public Policy

Media & Content

Intel advocates media and content policies that help to enable new digital markets while respecting both intellectual property (IP) rights and consumer interests. Such policies include support for design freedom and technical innovation, as well as content flexibility, portability, and choice for consumers.

Background

The convergence of computing, communications, and entertainment platforms has created both opportunities and challenges for content creators, service providers, device makers, and consumers—especially with respect to digital entertainment content that can be easily copied and shared over the Internet. Respecting IP, rights holders, and consumers at the same time requires balancing complex and competing interests to enable new digital business models and products.

While a healthy copyright law will balance the interests of rights holders, device makers, and consumers, Intel believes that content protection should be left to market forces. Through private initiatives, we believe that reasonable content protection requirements that enable low-cost implementations, design freedom, and commercial viability can be negotiated. Governments worldwide should encourage content policies that stimulate technical innovation, ensure design freedom, and allow horizontal technologies to flourish.

Key Issues

Secondary copyright liability.

Intel supports policies that protect providers of goods and services with substantial non-infringing uses. Reasonable safeguards to secondary liability for end-user copyright infringement are essential to a vibrant digital world and Intel's core business.

Filtering mandates.

Intel opposes government mandates on service providers and/or device makers to implement technologies that “police” consumer behavior through, for example, content filtering. Filtering mandates are poor public policy; they shift legal liability and financial burdens, raise privacy issues, and are not effective.

Key Issues (continued)

Interoperability mandates.

Interoperability is an important goal to enable new digital goods and services and is a central feature in private content protection initiatives. Interoperability mandates, however, go too far and divest private parties of IP rights and their investments in proprietary systems.

Levies.

Intel opposes systems that levy devices/components to compensate rights holders for consumer private copying. Market forces best determine compensation issues, and all compensation should be extracted by rights holders at the point of sale. Consumers should not be forced to pay for content twice, and governments should consider prohibiting the use of Digital Rights Management when levies are in place.

Treaties.

Treaties should promote a balanced copyright law, not seek to create new IP rights. Treaties also should avoid technology mandates.