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BPI Verdict on Digital Britain: “A Step Forward but we Need a Bold Stride”

Commenting on today’s publication of the Interim Digital Britain Report BPI Chief Executive Geoff Taylor said:

The measures announced today to tackle unlawful filesharing are a step forward by government; but what we need is a bold stride.

Everyone agrees that action is needed to tackle unlawful filesharing. Requiring ISPs by law to inform their customers about illegal activity is a welcome acknowledgement by government that ISPs should play an active role in ensuring creators are rewarded for their work on the internet.

However, it is hard to see how letter-sending alone will achieve the aim of significantly reducing illegal filesharing which the government has set itself. Consumer research shows that filesharers are only likely to change their behaviour if they know that letters are the first step in a process and further action will be taken by service providers.

The Interim Report proposes targeted legal action against the most significant infringers but few people believe that the answer lies in suing consumers. We believe that proportionate measures taken by ISPs would be more effective.

Today’s is an interim announcement, and so until the final report comes out we will continue to urge government to stay faithful to the commitment it made last July to work with us and the ISPs to achieve an effective solution to unlawful filesharing.

We know that this government recognises the value of the creative industries to the future of Digital Britain and the wider economy. It now needs to convert that vocal support into concrete action and deal effectively with the threat which illegal filesharing poses to the future of the UK’s creative sector.

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