

50 Years Is Patently Enough

The present system works and I see no reason why it should alter. Extending copyright will simply make the industry lazier and less innovative than it is. Unfortunately, there are no powerful vested interests to lobby for the consumer, so it is likely that this extension will go ahead.

Very few will benefit, most of them have had a wonderful ride already. Millions of consumers will miss out on a little enjoyment and some, a few minutes of deeper happiness reliving old memories.

The music industry already has an advantage that is hard to justify when you consider and compare the lot of engineers who create and have to pay, significant sums to maintain the intellectual property and then only get 20 years protection. It may be years before the commercial exploitation begins, and usually never. I have personally spent £10m pounds developing an award winning product, which I have to spend fortunes protecting. I can confidently predict that by the time markets are ready for it, there will be very few years left to enjoy profits before the China effect kicks in.

If the music industry had to pay to keep the recording copyright alive, they could decide which of their works have sufficient value for them to exploit with their high costs. The rest are then available, as now, for others such as my company Past Perfect to improve, repackage and through innovative marketing, bring to a wider audience. The vast majority of recordings over 50 years old provide no profits for the companies that made them. In most cases the original masters have actually been destroyed.

When we create a new recording of old performances from '78 records we pay MCPS a royalty, simply calculated on the wholesale price of the CD. There is no such system for paying royalties to record companies. A music company will not enter into a discussion over the use of a 60 year old recording as it simply isn't worth the time of a phone call, let alone the time of the corporate legal department. If we had the same system as the US, none of our recordings would exist. Read the attached testimonials and you will see that the consumer will mourn our passing. No jobs will be created by the extension of copyright and sadly jobs will be lost. Sound engineers, graphic artists, writers, marketing, admin, logistics. Not large numbers but they add up.

In short, no-one needs copyright extension, of course there are a few who would have it if it's going but they made the stuff, happy with the terms on offer. Leave it at that.

Nigel Jagger

Details of accompanying documents
8 page separate Excel sheet containing customer testimonials – product related 4 page separate Excel sheet containing customer testimonials – service related