Recommendation practices and their effects on rights holders in the audiovisual sector

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CIPPM Workshop on the economics of copyright



March 11th, 2020

Contents

1 — The audiovisual sector is undergoing a period of profound economic restructuring

2 — The framework : European directive and new forms of recommendation

3 — The visibility of content : an experiment on Netflix

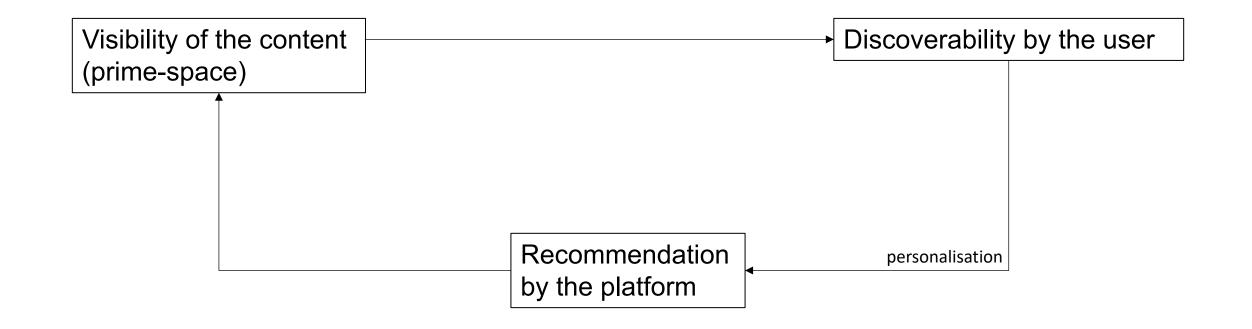
4 — Recommendation leads to different outcomes in copyright and "droit d'auteur" countries

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The visibility cycle





Definitions

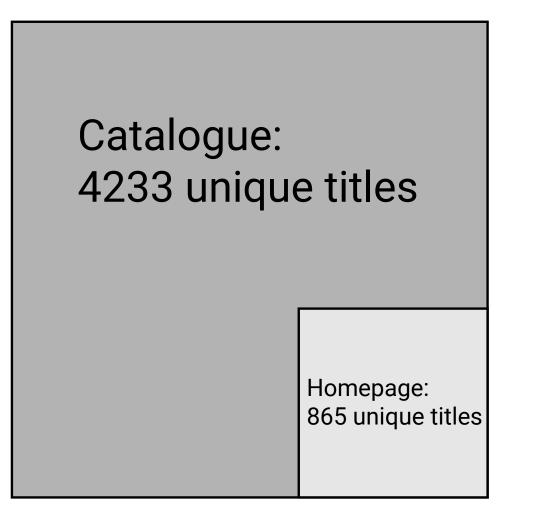
The catalogue	— The catalogue is an abstract "zone" comprised of every content available on the service at a given date. A content can be available in the catalogue but not at all visible for the user.
The user's homepage	— The homepage appears when a user logs on to Netflix and thus can be considered the main page on the site. It is delimited, vertically, by how far the user can scroll down the page and, horizontally, by the length of each row of contents. A typical homepage contains around 1400 thumbnails advertising around 800 to 900 unique titles.

The position on the user's homepage

The exact position of each thumbnail on the homepage.



Catalogue vs. Homepage

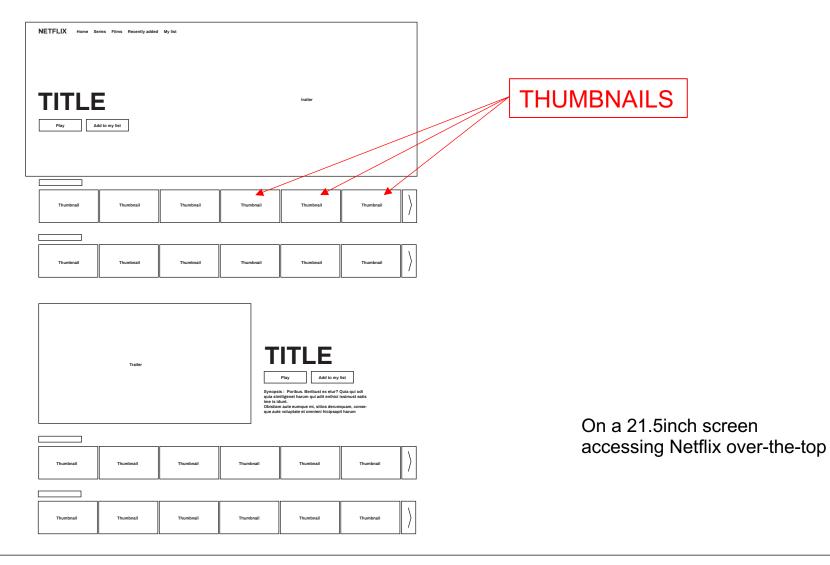


Catalogue as of 26/02/2020

Homepage on first login as of 26/02/2020

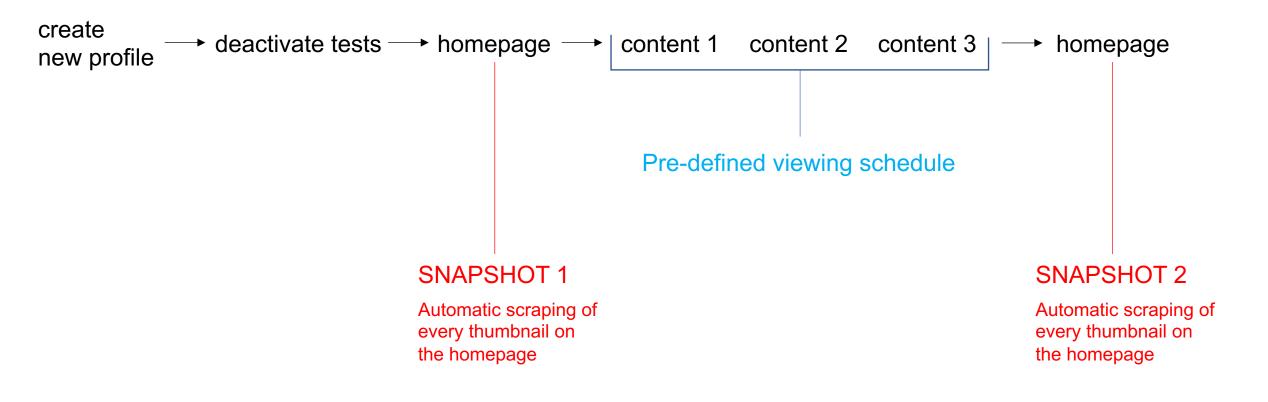


Homepage architecture





The experiment (1)





The experiment (2)

Profile 1 views only French films

- 1. Le Prix à Payer
 - dir. Alexandra Leclère
 - country of production: France
 - Year: 2007
- 2. Bienvenue à Marly Gomont
 - dir. Julien Rambaldi
 - country of production: France
 - Year: 2016
- 3. Ils sont partout
 - dir. Yvan Attal
 - country of production: France, Belgium
 - Year: 2016

Profile 2 views only Indian films

- 1. Kahaani
 - dir. Sujoy Ghosh
 - country of production: India
 - Year: 2012
- 2. Two States
 - dir. Abhishek Varman
 - country of production: India
 - Year: 2014
- 3. Tamasha
 - dir. Imtiaz Ali
 - country of production: India
 - Year: 2015



Results (1)

		profile 1	profile 2
SNAPSHOT 1	Number of thumbnails	1408	1408
	Number of unique titles	865	865
	Number of thumbnails dedicated to French content	176	176
	Number of thumbnails dedicated to Indian content	8	8
	Number of thumbnails dedicated to Originals	588	588
SNAPSHOT 2	Number of thumbnails	1408	1415
	Number of unique titles	793	775
	Number of thumbnails dedicated to French content	351 <mark>(x2)</mark>	117
	Number of thumbnails dedicated to Indian content	4	232 (<mark>x29)</mark>
	Number of thumbnails dedicated to Originals	543	566



Results (2)

In red, titles produced or co-produced by one or several producers established in France

Profile 1

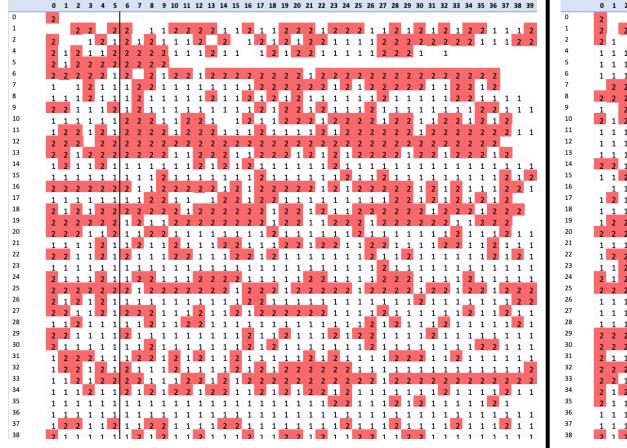
SNAPSHOT 1 (before viewing)	SNAPSHOT 2 (after viewing)
0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39	0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39
0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 2 12 23 24 25 26 27 28 29 10 13 25 16 15	$ \begin{array}{cccccccccccccccccccccccccccccccccccc$
³⁵ <u>1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1</u>	³⁵ 1 1 1 1 1 2 1 1 2 1 1 2 1 1 2 1 1 2 1 1 1 2 1 1 1 2 1 1 1 2 1 1 1 2 1 1 1 2 1 1 1 1 2 1
36 2 1 1 2 1	$\begin{array}{cccccccccccccccccccccccccccccccccccc$



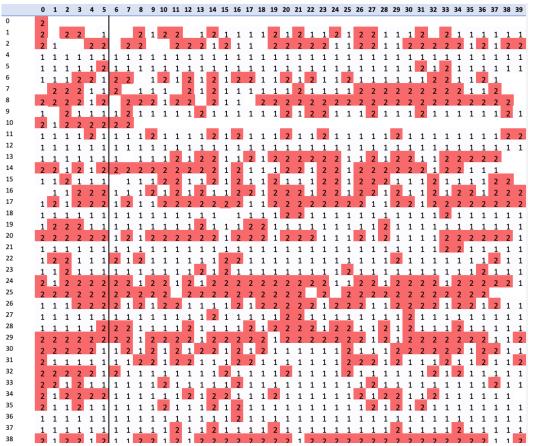
Results (3)

Profile 1

SNAPSHOT 1 (before viewing)



SNAPSHOT 2 (after viewing)





Results (4)

Profile 2

In red, titles produced or co-produced by one or several producers established in India

SNAPSHOT 1 (before viewing)

	0 1	1 2	2 3	3 4	5	6	7	8	9	9 10	0 1:	1 1	12 :	13	14	15	16	1	71	.8	19	20	21	2	2	23	24	1 2!	5	26	27	28	8 2	29	30) 3	1	32	33	3	4 3	35	36	37	73	38 3	39			0	1	1	: 1	3	4	5	6	7	8	B	9 1	10	11	12	2 1	31	4 :	15 :	16 1	17
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21	1 1																																																21																				1	
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7	1 1																																																27																				1	
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35	1 1																																													-	-		35							- 1													1	
36	1 1																																													1	1		36																				2	
37	1 1																																																37																				1	
88	1 1																																																38																				1	
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SNAPSHOT 2 (after viewing)

	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	3
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1	1		1	1		1			1	1	1	1		1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		1	1	1	1	1	1	
2	1	2	2	2	2	1	1	1	1	1	1	1	1	2	1	1	1	1	2	1	1	1	1	2	2	1	2	1	1	2		1	1	2	1	1	1	1	2	
4	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	1	2	2	2	2	2	1	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	L
5		1	1	1		1	1	1	1		1	1	1		1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
6	1	1	1	1	1	1	1	1	1		1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
7	1	1	1	1	1	1	1	1																																
8	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
9	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
10	2	1	1	1	1	1	1	1	1	1	2	2	1		2	2	1	2	1	1	2	1	1	1	1	2	1	2	1	1	1	1	2	2	1	2	1	1	1	_
11	1	1	2	1	2	1	2	1		1	1	1	2	2	1		1		1	1	1	1		1	1			1	1	1	1			1	1	1	1	1	1	
12	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
13	1	1	1	1	1	1	1	1	1	1	1	1	1	1		1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
14		1	1	1	1		1	1	1	1	1		1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
15	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
16	1	1	1	1	1	1	1	1	1	1	1	1	1		1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
17	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
18	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
19	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	1	2	2	2	2	2	2	2	2	2	2	2	1	2	1	2	2	2	
20	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
21	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
22	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
23	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
24	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	1	2	2	1	1	2	1	2	2	2	2	1	2	2	2	2	2	1	1	2	
25	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
26	2	2	2	2	2	2	2	2	2	2	1	2	2	2	2	2	2	2	2	2	2	2	2	1	1	2	2	1	2	2	2	2	2	2	2	2	2	2	2	
27	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
28	1	2	2	2	2	2	2	1	2	2	2	1	2	1	2	1	2	2	2	2	2	2	1	1	2	2	2	1	1	2	2	2	2	2	2	2	2	2		
29	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
30	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
31	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
32	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
33	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1	1	
34	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
35	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
36	1	2	2	2	2	2	2	2	1	2	2	2	1	1	2	2	2	1	1	2	2	2	2	2	2	2	2	2	2	2	2	2	1	2	2	1				
37	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1	1	1	1	1	1	1	1	1	1	1	
38	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	



Results (5)

In red, Netflix Originals

Profile 2

SNAPSHOT 1 (before viewing)

	0 1 2 3 4	56	7	891	10 11	12 13	3 14 15	5 16 1	7 18	19 20	21 2	2 23	24 2	526	27 28	29 3	30 31	32 3	3 34	35 36	5 37 38	8 39		0 1	2 3	3 4	56	7
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