

Turning a digital page

It seems almost incredible that book publishers have not learnt from the experience of their counterparts in the music industry ("Illegal downloads soar as pirates plunder ebook trade", News, last week).

Apple's iTunes has shown that most people are perfectly willing to pay a reasonable price in order to download legally. They realise that digital piracy is theft, and that it deprives authors of the rightful reward for their creativity.

While they have no particular desire to dabble in the legally and morally dubious world of BitTorrent, however, neither are they prepared to pay the outrageously inflated prices that have been forced upon Amazon and other retailers by blinkered publishers that seem to see the digital revolution as a threat rather than an opportunity.

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- 1p 39 Which of the following quotations is in line with Trevor Pavitt's point of view?
- A "By default, copyright closes the door on countless ways that people can share, build upon, and remix each other's work, possibilities that were unimaginable when those laws were established." (Cathy Casserly, chief executive of Creative Commons)
 - B "The technical brilliance is so dazzling that people can't see the moral squalor of what they're doing... It is outrageous that anyone can steal an artist's work and get away with it." (Philip Pullmann, president of the Society of Authors)
 - C "What makes us successful is whether or not we have the books that people want to read ... Consumers are moving around...but I have yet to see any evidence at all that what consumers are saying is that they want to move away from the core experience of reading a book. They're looking to us to provide them with immersive reading." (Madeline McIntosh, Penguin Random House's President and COO)
 - D "When those publishers came up with the pricing scheme that landed them in trouble, it wasn't a grab for short-term profit; the details are technical, but the upshot was that the companies actually collect less money for every e-book sold." (Evan Hughes, author of Literary Brooklyn)
 - E none of the above

Bronvermelding

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