

A Real Alternative To Article 13

No, this isn't me, it's Matt from YouTube, whoever he is. I don't usually make response videos, so I'll keep this one short. YouTube and many of its content creators are in a pother about the European Parliament's Article 13 regarding copyright.

I have an alternative to this, in fact it's one I first mooted over seven years ago, yet no one else on the planet seems to have considered it. I guess that makes me an iconoclast and the rest of the world dumb. Okay, enough of the false modesty, here it is.

Copyright is dead. Once something is digitised and uploaded, anything from a leaflet or a book to a photograph or a full length film, the copyright on that object is dead. Photographers, journalists, authors and film-makers may whine about this, but these very same people have no compunction whatsoever about reading copyrighted articles, listening to copyrighted music, or watching copyrighted films. And those who can't sell their work generally have no compunction about giving it away.

The full version of my proposal can be found in my video *Pay Wealth-Creators, Not Banksters*. If you don't want to watch it, you can read the transcript. The bottom line is that it is possible to compensate content creators - authors, performers, and others - by creating new debt-free money and giving it to the major hosting companies, who will then distribute it after taking their own cut. This is desirable, indeed necessary, because the new content is actually being consumed, and in the old days, every sale generated revenue. In the 1970s, a top selling album would generate millions of dollars for the band, its management, the record company, record shops, the drivers who delivered the actual disks, the company that pressed them... Today, an album can be recorded and uploaded to a website at minimal cost, and millions of people can hear it for free. Creating this new money would reward all concerned while still allowing the consumer to hear, watch or read for free.

Now here comes the *de rigueur* objection: that would cause inflation. You can't just create new money out of thin air. To which I reply, yes you can, the banks do it all the time using the process known as quantitative easing. They may dress this up as exchanging electronic money from the central bank for securities, but the bottom line is that the commercial banks are given money for nothing which they lend - ie sell - at interest to individuals, companies, corporations, and governments.

Creating credit in this fashion and giving it to the companies that run the Internet would do away with quantitative easing, and put money in the hands of wealth-creators directly, with no interest provision, and no debt.