

WRAP-UP REPORT FOR ICC / BASCAP PRE-G8/G20 EVENT IN TORONTO

Prepared by Don Hogarth, Hogarth Communications
July 27, 2010

Media Attendance

- James Adams, Globe and Mail
- J. Lesavage, CBC TV
- John Sears, Toronto Star
- Du-Yi Leu, CTV Globemedia
- Sharon Singleton, Sun Media
- Brian Jackson, ITBusiness.ca (IT publications including ComputerWorld)
- Vincent Wong, Ming Pao News
- Catherine Ho, Fairchild TV
- Alan Gordon, Media Q
- Note: 3-4 other reporters attended but did not sign in

Media Coverage

Print and Online:

CBC (cbc.ca)

<http://www.cbc.ca/consumer/story/2010/06/22/con-counterfeit-summit.html>

Business to G20: fake goods hurt economies

Last Updated: Tuesday, June 22, 2010 | 3:10 PM ET

The International Chamber of Commerce pressing its point to the G20 Summit that counterfeiting and intellectual property theft damage national economies.



Flo, a DVD sniffer dog, waits for her reward after finding a box of pirate discs in Toronto. While the dogs have been lauded for their efforts in helping authorities crack down on counterfeit discs, the International Chamber of Commerce says governments and consumers must do more. (Aaron Harris/Canadian Press)

"Piracy and counterfeiting, it does take jobs away, and it doesn't make for a wholesome global economy," ICC director general Jean Rozwadowski said in an interview with CBC News.

A study prepared for the G20 by UK-based Frontier Economics suggests business loses \$877 billion each year in intellectual property theft.

Within G20 countries, that amounts to a loss of \$125 billion and puts 2.5 million legitimate jobs at risk.

While the study is European-based, Rozwadowski says Canada is far from immune from the effects of counterfeiting, pointing to the example of Waterloo, Ont.-based Research In Motion, maker of the BlackBerry.

"Apparently, there are counterfeit BlackBerrys all over the world which have batteries which are not functioning, [from] which information gets lost, et cetera, so from a consumer's perspective, you're less protected if you have counterfeit goods," he said.

The chamber has been coming to meetings of world leaders for more than 15 years, pressing the same point — governments need to take more action to crack down on counterfeit goods.

Rozwadowski concedes there's been a lack of progress in efforts to lobby governments, but he does applaud Canada for its recent legislation to change its Copyright Act.

Music downloads

"Canada has been doing something very specific with copyright, which we welcome; its something which is important."

Technology has made intellectual property theft and counterfeiting much easier and profitable, according to the group Business Action to Stop Counterfeiting and Piracy.



A fake Ferrari car is displayed during an anti-counterfeit summit in Brussels. (Yves Logghe/Associated Press)

Its executive director, Jeff Hardy, told CBC News the organization is about to launch an international campaign aimed at consumers who purchase the counterfeit goods.

"Counterfeiting and piracy is like any other business, it's an illicit business. There's a supply side and a demand side, and for the most part governments have been tackling the supply side," he said.

A recent study by BASCAP showed a wide range of consumers willing to purchase fake goods or pirated media. The study found consumers find it easy to justify their purchases.

'It supports more of the bad things that organized crime does.'—Jeff Hardy, Business Action to Stop Counterfeiting and Piracy

He said technology makes the practice easy. "High-speed internet, file sharing, low-cost mass storage makes piracy low hanging fruit and very difficult to resist the temptation."

Part of the BASCAP pitch will be to help consumers recognize the other costs of counterfeiting, such as its contribution to organized crime.

"It supports more of the bad things that organized crime does. It's more capital for them to invest in prostitution, illegal drugs and other activities."

Sun Media - Website and national syndication to daily papers

<http://money.canoe.ca/money/business/international/archives/2010/06/20100622-145853.html>

International trade group calls on G20 to act on piracy

June 22, 2010 | 14:58
Sharon Singleton | Money

An international business group is calling on the G20 to act on counterfeiting and piracy, calling it a growing global challenge costing business about \$700 billion a year in lost sales.

The Paris-based International Chamber of Commerce wants the G8 and G20 leaders to commit to combating the problem in the upcoming summits in Huntsville and Toronto this week and ensure the issue is on future agendas.

"The world has been going through tough economic times," ICC Secretary General Jean Rozwadowski told reporters before a panel discussion on the issue in Toronto Tuesday.

"It's a fragile recovery and protecting intellectual property is low-hanging fruit to make the recovery more robust."

According to a recent report by Frontier Economics, piracy and counterfeiting is costing G20 governments more than \$100 billion a year in lost tax revenues and putting 2.5 million jobs at risk. Goods ranging from luxury handbags to toothpaste and medicines are being faked, while films and music are being illegally downloaded from the Internet.

"We want the G20 to come up with a very strong position to fight this because it is a crime," Rozwadowski said.

Canada introduced measures to step up copyright protection earlier this month, modernizing the country's legislation for the first time in more than a decade.

Arts and creative industries contribute about \$46 billion to Canada's gross domestic product and employ about 600,000 people, James Moore, minister of Canadian heritage and official languages, said at during a luncheon speech before the panel discussion.

Moore said the new legislation, Bill C-32, will bring Canada into line with international standards and allow copyright-based industries to better compete on an international stage.

"I believe the legislation we've introduced reflects a fair and balanced approach that will support innovation, creativity and economic growth," he said. "It addresses the challenges faced by copyright owners. At the same time it legitimizes many everyday activities of Canadian consumers in the digital age," he said.

Moore warned against "radical extremists" seeking to oppose the legislation.

Moore said so far the opposition hasn't proposed any amendments to the bill, which will be examined by a stand-alone legislative committee.

He also said copyright and piracy is not expected to be on the G20 agenda this week.

Epoch Times

<http://www.theepochtimes.com/n2/content/view/38153/>

Industries Gearing Up to Battle Counterfeiting and Piracy

By Caroline Dobson

Epoch Times Staff Created: Jun 27, 2010



Workers prepare to destroy fake handbags in a ceremonial destruction of counterfeit and pirated goods at the National Police headquarters in Manila, Philippines, on June 23.

An international campaign directed at consumers who purchase counterfeit goods is set to be launched, according to Jeff Hardy, executive director of Business Action to Stop Counterfeiting and Piracy, which was set up by the International Chamber of Commerce (ICC).

This industry body, which represents businesses globally, and in particular those industries wishing to zero in on counterfeiting and piracy, has used the G-8 and G-20 Summit to voice its concerns about the negative impact of intellectual property theft. The global costs to legitimate businesses have been more than \$865 billion in lost sales per annum based on new research from the ICC.

Moreover, it was also found that based on a U.K. report from Frontier Economics, the economic cost of intellectual property theft extends well beyond lost sales. According to Frontier's study, counterfeiting and piracy cost G-20 governments more than \$120 billion a year in lost tax revenues and placed 2.5 million legitimate jobs at risk.

The gravity of the situation is not only costly. "Piracy and counterfeiting, it does take jobs away, and it doesn't make for a wholesome global economy," ICC Director General Jean Rozwadowski said in an interview with CBC News.

However, the tables are turning. Ways of identifying the perpetrators of counterfeiting, with the aid of technology and also litigation avenues, are increasing.

"Counterfeiting and piracy is like any other business, it's an illicit business. There's a supply side and a demand side, and for the most part governments have been tackling the supply side," he said.

The take-home message is that counterfeit products have side effects, because they are not regulated and are likely to be unsafe, according to ICC findings.

Every year thousands of consumers living and working in countries throughout the G-20 suffer accidents and injuries as a result of unregulated counterfeit products. Many, if not most, of these products have been purchased unwittingly.

Unfortunately, 3,000 consumers lose their lives every year as a result of exposure to dangerous counterfeit products (primarily through counterfeit food and medicines). On conservative estimates, the economic cost of lives lost to counterfeiting can add up to \$18 billion each year across the G-20 economies.

The onus of identifying crimes associated with counterfeiting and piracy rests on governments and consumers, said the ICC. However, there have also been questions raised about the jurisdiction and adequacy of legal means given that the potential cost of crimes related to counterfeiting could be estimated between 5 to 10 percent of total expenditure on the criminal justice system.

Backbone Magazine

<http://backbonemag.com/Press-Releases/pressreleases06231003.aspx>

International Chamber of Commerce Urges G8/G20 Action on Counterfeiting and Piracy

<http://dailycommercialnews.com/nw/19789/en>

Daily Commercial News: International Chamber of Commerce Urges G8/G20 Action on Counterfeiting and Piracy

Trade Finance Magazine

<http://www.tradefinancemagazine.com/Article/2617095/Regions/22995/ICC-lobbies-G20-leaders-to-boost-trade-levels.html>

ICC lobbies G20 leaders to boost trade levels

23 June 2010

The International Chambers of Commerce has called on G8 and G20 leaders meeting in Toronto this week to back trade and conclude the Doha trade round.

Read more: [\[The International Chambers of Commerce\]](#) [\[ICC G8 and G20 leaders\]](#) [\[Doha trade round\]](#) [\[trade protectionist measures\]](#)

The International Chambers of Commerce (ICC) has called on G8 and G20 leaders meeting in Toronto this week to take action in three areas that they say are crucial...

The Canadian Business Journal

http://www.canadianbusinessjournal.ca/features/features_july_10/putting_intellectual_property_rights_issues_on_the_map.html

Putting intellectual property rights issues on the map

July 10, 2010

Chris Gray - Canadian Chamber of Commerce

In early 2008, the Canadian Chamber of Commerce created the Canadian Intellectual Property Council (CIPC). The CIPC enables Canadian-based businesses to better position their specific issues and concerns to effectively lobby politicians and key policy makers. The goal of the CIPC is to promote an improved environment in Canada for businesses engaged in innovation and companies that value their intellectual property (IP) rights. Recently, the focus of the CIPC has been to get updated copyright legislation passed, strengthen our patents and trade-marks system and get measures implemented that will make the importation of unsafe counterfeit goods more difficult.

Members of this coalition meet on a regular basis to discuss intellectual property rights policies in Canada and how we can move the yardsticks within government to better protect IP rights. Greater effort is being made to grow awareness of IP issues, both with the public and key policy makers. We've done a lot in the two plus years that the CIPC has been active. We've sent multiple letters to MPs, appeared before Parliamentary Committees, made submissions to the government and met individually with approximately 40 MPs of all stripes to discuss different IP issues that concern our members. The CIPC has also published a comprehensive report on IP issues in Canada and successfully lobbied the government to get IP noted in multiple Throne Speeches.

Leading economies around the world have made IP protection a priority. In Japan, an IP Strategy Council has been organized. This issue was deemed so important that the Japanese Prime Minister leads the organization, with the CEOs of leading companies such as Canon and Mitsubishi on-board. In France, an anti-piracy commission designed to curtail internet piracy is overseen by French President Nicolas Sarkozy, with the Minister of the Economy and Minister of Culture sharing lead responsibilities.

Over the last decade, the proliferation of IP theft has helped to weaken the global economy. In particular, digital piracy has increased dramatically as Internet access has expanded. Research conducted by the International Chamber of Commerce (ICC) finds that legitimate businesses worldwide lose more than €600 billion in sales annually. In another report by UK-based Frontier Economics, researchers found that IP theft robs G20 governments of more than €100 billion in tax revenues, and puts 2.5 million legitimate jobs at risk each year.

The collateral damage to innovation, international trade and business investment is steep, as is the impact on consumers, societies at large and even government spending. Consumers waste money on poor-quality products that are unregulated and often unsafe, according to the report. Furthermore, governments are forced to spend more: the harm caused by hazardous products drives up health care costs, and criminal involvement in counterfeiting increases crime prevention costs.

The scale and gravity of IP theft – whether online or in the physical world – should make it no less a crime than the theft of physical property.

Recently, the ICC, with the CIPC, hosted a conference in Toronto to raise the issue of IP theft in advance of the G8/G20 meetings. The ICC sent a communiqué to all leaders attending the summit noting that the protection of IP and innovation was paramount. There is much the G8 and G20 can do: confiscate the proceeds of counterfeiting-related crime; crack down on counterfeiting in free trade zones; stop the cross-border trade in fakes; invest resources in more effective enforcement; build the judicial system's capacity to handle piracy issues; curb illegal sales of fakes over the Internet; and introduce more effective measures against digital piracy.

By better protecting and defining IP rights, we will develop a marketplace that rewards and protects investments in innovations, creations and goodwill, fostering new and innovative business models, stronger economic growth, job creation and prosperity. Better laws and enforcement against counterfeiting and piracy will not only protect consumers from shoddy and often dangerous products such as knock-off electrical cords, batteries and medicine, but will also make it more difficult for criminal syndicates to profit from their sale. In modern, developed nations like Canada, where services and innovation have become key economic drivers, this has never been more crucial.

So what's the landscape in Ottawa on IP issues? Where do we go from here? In June, the government introduced Bill C-32, the Copyright Modernization Act. The CIPC has advocated for this bill since the previous bill, C-61, died with the call of the 2008 federal election. Working with successive minority governments makes getting legislation passed all that more difficult. We support this recent legislation and it has made some improvements on the previous incarnation —we're optimistic it can get passed before the next election. It seems that MPs on all sides of the House of Commons have been listening and see the need to update Canada's public policy on IP issues. On the

counterfeiting front, we still need action. Canada's border agents need to be provided with the legislative authority to search and seize suspected counterfeit goods at our gateways. We will continue to push for legislative changes in this regard. And on patents and trade-marks, the CIPC will publish a report in September that will detail what improvements are needed in Canada.

From Main Street to Parliament Hill, when businesses work together, it's a powerful message that MPs hear and respond to.

Chris Gray is Director of Policy with the Canadian Chamber of Commerce and the Director of the Canadian Intellectual Property Council.

Other Coverage:

In addition, coverage appeared in international Chinese-language newspapers Ming Pao and Tsing Tao. Coverage appeared on numerous other news websites (sometimes along with the separate pre-G20 ICC announcement). Some examples are listed below. Numerous blog postings were also recorded.

FYI Music: Int. Chamber Of Commerce Lobbies G Summits

June 23, 2010

<http://fyimusic.ca/industry-news/int-chamber-of-commerce-lobbies-g-summits>

The Daily Star: ICC urges G20 to keep markets open

<http://www.thedailystar.net/newDesign/news-details.php?nid=143915>

The Herald Online: International Chamber of Commerce Urges G8/G20 Action on Counterfeiting and Piracy

http://www.heraldonline.com/2010/06/22/2261966_international-chamber-of-commerce.html

Yahoo!: International Chamber of Commerce Urges G8/G20 Action on Counterfeiting and Piracy

<http://finance.yahoo.com/news/International-Chamber-of-prnews-2268106422.html?x=0&.v=18>

World Market Media: International Chamber of Commerce Urges G8/G20 Action on Counterfeiting and Piracy

<http://www.worldmarketmedia.com/2180/section.aspx/1837150/international-chamber-of-commerce-urges-g8g20-action-on-counterfeiting-and-piracy>

Newswire postings:

News release: <http://www.newswire.ca/en/releases/archive/June2010/22/c7000.html>

Social media release: <http://smr.newswire.ca/en/international-chamber-of-commerce-and-canadian-intellectual/international-chamber-of-commerce-urges-g8g20-action>

TV and Radio:

CBC TV News – evening newscast: positive, on-message story on (archive of story not available).

Fairchild TV – Story on Chinese language evening newscast (archive of story not available).

"The Afternoon News with Tom Young." – news talk radio program that airs on several stations and cable TV channels throughout the Maritimes. Jonathan Huneke was interviewed for 15 minutes on June 25.

Note: A feature interview had been arranged during CBC National TV coverage of the Summit. The opportunity was lost as key spokespersons in NYC were unavailable.

Other mentions were reported on various radio news broadcasts.

A Note on G8/G20 Media:

As expected, the field was very crowded with organizations voicing numerous messages before and during the G8/G20 summits. Canada Newswire alone posted almost 150 G8/G20-related news releases. Also as expected, protests during the summit (and ballooning costs prior to the events) drew attention away from substantive discussion of the issues.

In addition, strong language by Heritage Minister James Moore at the event about "extremists" opposed to Canada's copyright reforms further cluttered the message.

Despite this, the call for action against counterfeiting and piracy generated considerable media and blog discussion, as outlined above.

The op ed, on the other hand, was not picked up despite significant pitching efforts to numerous publications over 10 days. The principal reason cited was insufficient space to accommodate the flood of unsolicited pre-G20 op eds.

Examples of James Moore coverage from the event:

<http://www.theglobeandmail.com/news/arts/moore-defends-conservative-copyright-bill/article1616155/>

Moore defends Conservative copyright bill

Heritage Minister derides 'extremists,' says legislation manages to balance numerous interests

James Adams

Globe and Mail Update Published on Thursday, Jun. 24, 2010 11:46AM EDT
Canadian Heritage Minister James Moore came out swinging Tuesday against what he called "radical extremists" and "absolutists" who would seek to derail Bill C-32, the Harper government's new copyright legislation, introduced in the House of Commons earlier this month. Moore made his remarks at the conclusion of a speech in Toronto to

the annual general meeting of the Canadian Intellectual Property Council. Moore defended Bill C-32, the country's first overarching attempt at copyright reform since 1997, as a vehicle that effectively balances the demands of many stakeholders –

"Everybody has a little water in their wine," he said -- while positioning Canadian laws, in advance of the G20 and G8 summits, "in line with current international standards." He warned against two kinds of critics -- those who "try to pretend they're copyright experts" but "who don't believe in copyright reform at all . . . [who] don't believe in the individual's right to protect their own creation," and those who believe in an "overwhelmingly heavy government approach" to copyright infringement, including new fees on MP3 Players, iPods and other devices.

<http://www.cbc.ca/technology/story/2010/06/23/copyright-heritage-minister-moore.html>

Copyright debate turns ugly

Heritage minister stirs hornet's nest with 'radical extremist' comments

Last Updated: Thursday, June 24, 2010 | 11:35 AM ET

By Peter Nowak, [CBC News](#)

Blayne Haggart doesn't consider himself a "radical extremist," which is why he's chafing at possibly being labelled as such by Heritage Minister James Moore.

The 37-year-old Ottawa native thinks there are many positives in Bill C-32, the copyright reform legislation unveiled by Moore and Industry Minister Tony Clement earlier this month. But he says it also has a key flaw — it would make the breaking of any digital lock illegal, which could trump all the other positive provisions.

On his Orangespace blog, Haggart wrote that he doesn't believe the government's rationale for stronger copyright protection in general and the digital lock provision specifically — that they are essential to creative production — is supported by much evidence. He hopes that Bill C-32 can be modified and fixed when the parliamentary process begins in the fall.

Voicing such concerns, though, may brand him a radical extremist under Moore's definition.

"The only people who are opposed to this legislation are really two groups of radical extremists," Moore said at a meeting of the International Chamber of Commerce in Toronto on Tuesday. "There are those that pretend to be for copyright reform, but they don't believe in actual copyright reform. There are those that are cited as experts by the media endlessly who are not in favour of copyright reform."

The minister's comments were also interpreted by observers as taking aim at his chief critic, University of Ottawa professor Michael Geist. Although he didn't specifically reference Geist by name, Moore criticized "people who pretend to be experts on copyright reform" who are "endlessly cited by the media."

"Those absolutists out there, who are babyish in their approach to copyright legislation, who think that any idea of copyright reform will be an attack on individual citizens ... [we must] make sure that those voices who try to find technical, non-sensical, fear-

mongering reasons to oppose copyright reform are confronted every step of the way and they are defeated," Moore said.

Haggart, who is just finishing his PhD in regional governance and copyright issues at Carleton University in Ottawa, said the minister's comments were misleading and out of line.

"Michael Geist is no radical. I go to university, I know radicals. They're in my class. [Geist] proposes specific alternatives. He has never said, 'Let's scrap copyright.' He is not a radical by any stretch of the imagination," Haggart said. "Criticizing people or trying to characterize their position as something without actually engaging in the substance of what the people are saying is just not constructive or helpful."

Comments were 'unseemly'

Laura Murray, an English professor at Queen's University in Kingston, Ont., and author of *Canadian Copyright: A Citizen's Guide*, was alarmed by Moore's comments. She works with archivists, librarians, artists and teachers, many of whom have problems with parts of Bill C-32 — especially the digital locks, which would make it illegal to make copies of CDs, DVDs or any other media if its producer chose to include them.

"These are not people I'd call extremists. It was almost amusing except that the tone is so combative. That's unseemly for a minister," she said. "The bill is out there to be debated. To say it's all or nothing like that is very much against the spirit and process I understand for debating bills."

Murray, who presented a submission to the government during 2009's cross-country copyright consultations, says she was especially discouraged by Moore's characterization of Bill C-32's criticisms, particularly over the the digital locks provision, as fear-mongering.

"Putting [locks] on a pedestal and giving them all the power really overwhelms everything else they've done," she says. "The way they've treated [digital rights management] gives it too much power for anyone to say there's balance." In subsequent correspondence over Twitter, Moore said his comments were aimed only at those people who don't want copyright laws at all.

"The point I was trying to make is that those who don't believe in *any* copyright are, of course, extreme. We're open to ideas, as demonstrated by our consultations. And we welcome amendments that strengthen the bill," he said. "But those who don't believe in any copyright need to [be] debated and proven wrong."

On his blog, Geist countered and said Moore's comments were obviously directed at the "thousands of other Canadians who have argued for fair copyright" during the consultations. Geist also denied that he is in favour of abolishing copyright and pointed to a list of his suggested amendments to Bill C-32.

Consumer group unhappy

Michael Janigan, executive director of the Public Interest Advocacy Centre (PIAC), an Ottawa-based consumer watchdog that opposes the bill mainly because of the digital locks clause, was also disheartened by Moore's comments.

"He has morphed from a personable, PR-savvy techno-nerd minister to a young Richard Nixon [with an enemies list]," he said. "I'm very surprised at efforts to demonize opponents at a fairly early stage in discussion about the bill. I don't think that's helpful at all."

PIAC, along with several other consumer groups, wrote to the minister last week to express their dissatisfaction with his recent assertion that consumers support Bill C-32. Moore has not yet replied to the letter, Janigan said.

Last week, Moore also said the legislation had broad support from a range of stakeholders, including the entertainment industry, provincial ministers, small businesses and students.

Tina Robichaud, chairperson of the Canadian Alliance of Student Associations, said that while her organization was pleased with Bill C-32's expansion of fair dealing, which will allow limited copyright infringement for the purposes of education and research, it has concerns with the lock provisions. Robichaud is "absolutely" concerned that the locks could trump the fair dealing expansion that the students fought for.

The Retail Council of Canada is also concerned with the locks clause. While the government's rejection of calls to adopt a new copying tax on devices such as iPods and laptops pleased retailers, the provision for locks remains a major issue.

"We are, overall, very happy with the government's decision to not extend the blank media levy. The copyright bill strikes a good balance. Are there ways it can be improved? Of course there are," said Terrance Oakley, vice-president of federal government relations for the retail council. "Digital locks shouldn't get in the way of consumers using their fair-use provisions."

He said retailers will be bringing that concern up when they appear before the copyright parliamentary committee in the fall.

"Being supportive of the bill doesn't mean we support every clause," Oakley said.

<http://www.itbusiness.ca/it/client/en/home/News.asp?id=58123>

Moore calls copyright critics 'radical extremists'

Canadian Heritage Minister James Moore used the strongest language yet in the ongoing copyright reform debate. He denounced critics of Bill C-32 and called on a business audience to confront them in social media and elsewhere.

6/25/2010 6:00:00 AM By: Brian Jackson

Canadian Heritage Minister James Moore slammed critics of his copyright reform bill on Tuesday, calling them "radical extremists" who are trying to "drum up fear" about the proposed bill.

Moore was speaking in front of an audience of business leaders at the Toronto Board of Trade, and hosting the Paris-based International Chamber of Commerce for a discussion about protecting intellectual property.

The minister didn't mince words. In a few broad strokes, he painted critics of Bill C-32's [digital locks protections](#) as unqualified and dishonest. "There are those who pretend to be for copyright reform but don't believe in actual [copyright reform](#)."

The bill is Canada's third attempt to [update its Copyright Act](#) since it was last done in 1997, which pre-dates [iPods](#) and digital video recorders. The bill makes it illegal to break digital locks – also called technological protection measures – save for a few exceptions.

Opposition parties, such as the NDP and the Liberal Party, have voiced concern about this provision in the press. Other critics of the provision include consumer group [Canadian Consumer Initiative](#) and [Michael Geist](#), Canada's Research Chair in Internet and E-commerce Law based at the University of Ottawa.

"Don't let those ... who pretend to be experts on copyright reform put a smiley, shiney, cute face on what is actually a pretty disingenuous campaign to undermine the property rights of individual citizens to invest in their creative goods," Moore told the audience. "If they do speak up, we need to confront them."

Critics voicing their views on Facebook and Twitter should be confronted, as must those speaking through talk shows and newspaper articles, he added. [Digital locks](#) give content publishers the ability to prevent format shifting of their products. Consumers who want to transfer a DVD to a computer could be stymied by such measures.

Moore's uncompromising stance in his description of opponents is the wrong approach, Geist says.

"It feels like a punch in the gut to a lot of Canadians who've been actively participating in the copyright debate," he tells ITBusiness.ca. "To suggest that some reforms are not legitimate and are attempts to mislead is wrong and inappropriate."