



Presentation as Surrogate for Small and Medium-Sized Enterprises (SMEs)

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GTSisCOOL



deviantART

Art: [GiantessIsCool.deviantart.com](https://www.deviantart.com/GiantessIsCool)

HOW BIG IS SMALL ?

Our purpose is to entertain, inspire, and empower the artist in us all.

-  31 million registered members worldwide
-  1.5 million comments daily
-  284 million user generated works @ 100,000 a day
-  2.5 billion monthly pageviews
-  65 million monthly unique visitors (40% U.S.)
-  Top 150 website worldwide measured by traffic



“There’s a reason why our vast community keeps growing: once you get a taste, you’re hooked for life.”

DMCA works - - of a fashion

On deviantART:

- Accessible Copyright Policy
- Online guided DMCA notice form
- Trained/responsive administrative support
- Used externally and internally

Biggest challenge is Fair Use:

- Poorly defined for both claimants and for users
- Counter notice is an intimidation



DMCA policy, best practices and technology tools must not be benchmarked to the competencies of the biggest ISPs nor to specific efficiencies serving the businesses of the largest copyright aggregators.

Copyright policy and practice must be responsive to cultural expression to the same extent as it promotes commercial use.

The Internet and the Web are more than just the next distribution platform. Their integrity towards open and unconstrained communication is vital to world culture.

Interests need not compete and can be harmonized.



Potential Best Practice Private Outcomes

- Standardized data-fed form
- Fast track automated takedown
- Pre-registration of trusted content owners
- ISP-side identification and interdiction
 - Discriminatory
 - Only if full work
 - Big player ISPs only (traffic based?)
 - Carve out if use of work is partial or derivative:
require virtual meet and confer

