

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

Joëlle Farchy — *Professor, Université Paris 1 Panthéon-Sorbonne*

Grégoire Bideau — *Junior researcher, Université Paris 1 Panthéon-Sorbonne*

Steven Tallec — *Junior researcher, Université Paris 1 Panthéon-Sorbonne*

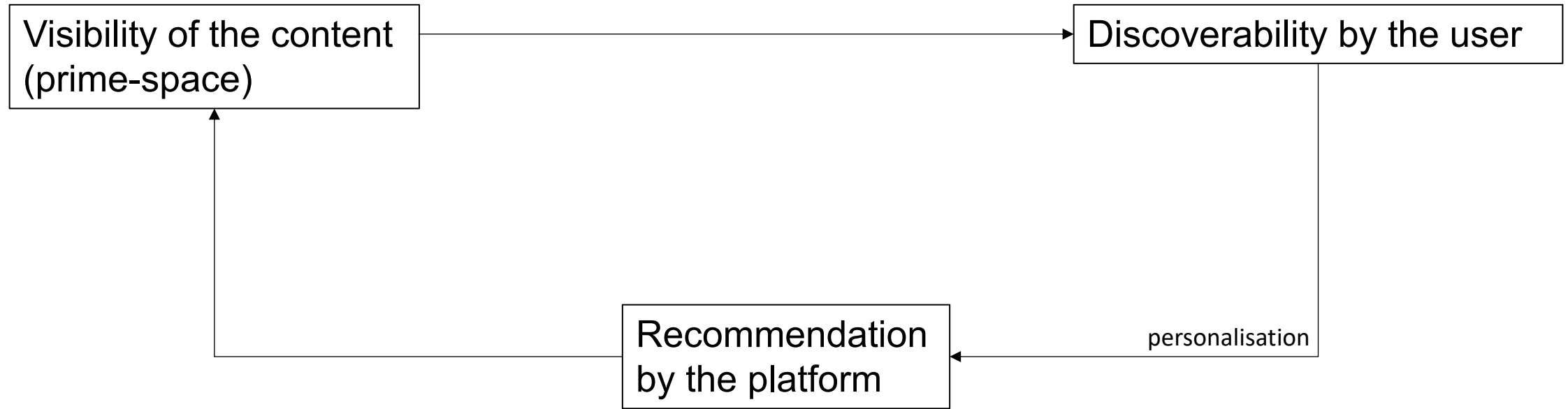
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# The visibility cycle



# 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

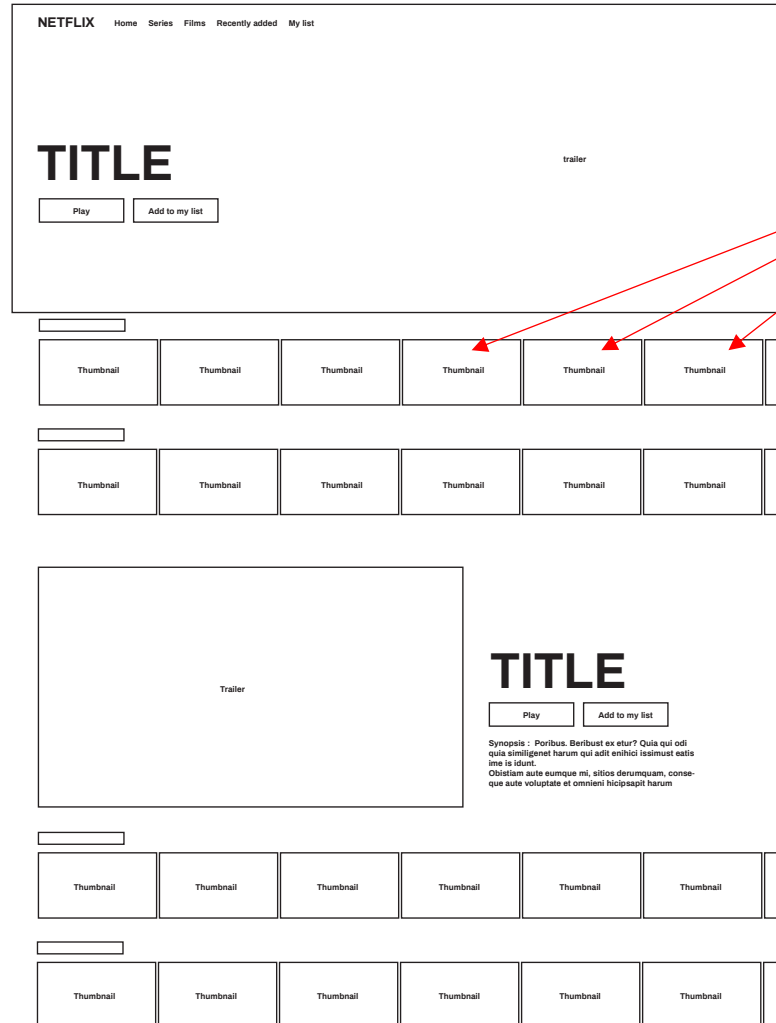
Catalogue:  
4233 unique titles

Homepage:  
865 unique titles

Catalogue as of 26/02/2020

Homepage on first login  
as of 26/02/2020

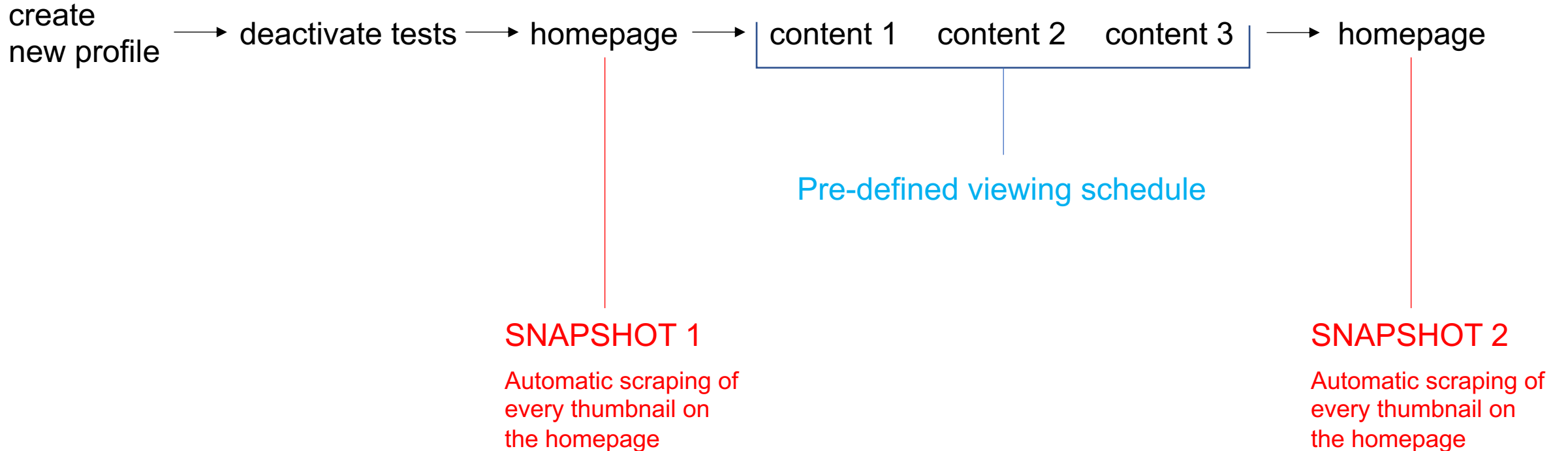
# Homepage architecture



THUMBNAILS

On a 21.5inch screen  
accessing Netflix over-the-top

# 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
<b>SNAPSHOT 1</b>		
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
<b>SNAPSHOT 2</b>		
Number of thumbnails	1408	1415
Number of unique titles	793	775
Number of thumbnails dedicated to French content	351 (x2)	117
Number of thumbnails dedicated to Indian content	4	232 (x29)
Number of thumbnails dedicated to Originals	543	566

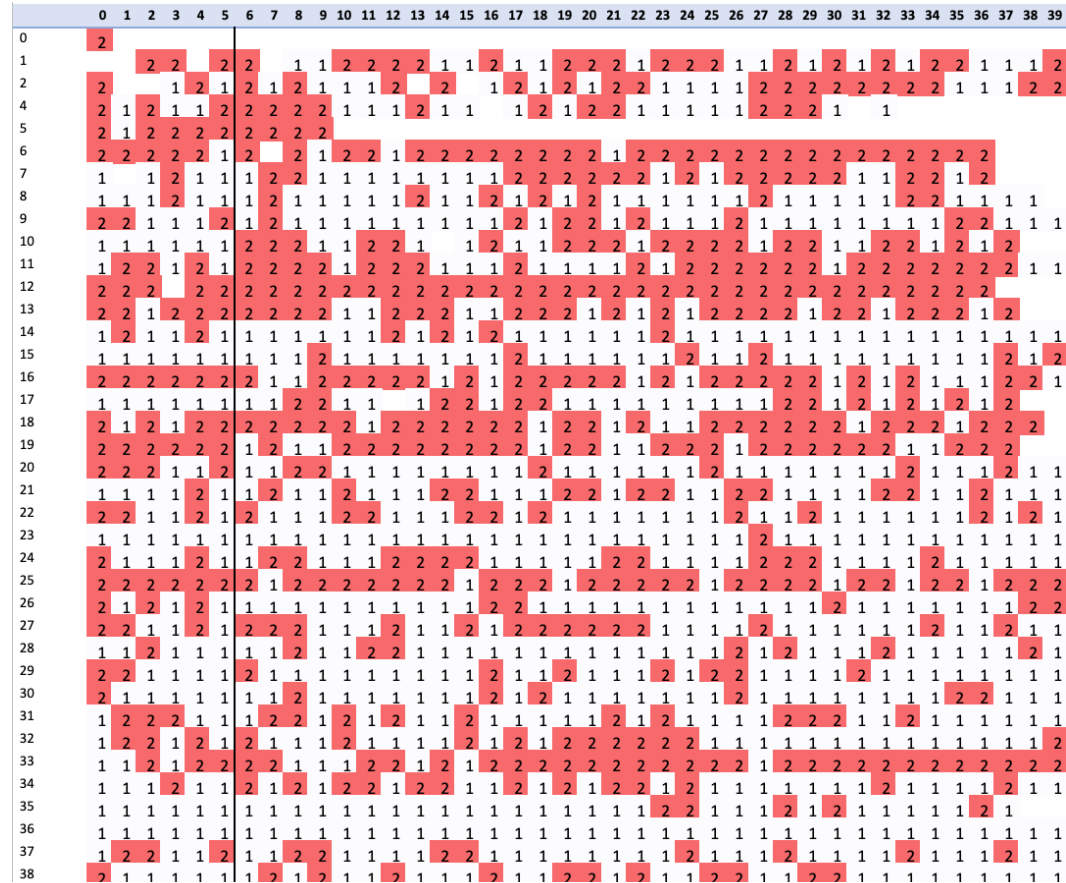


# Results (3)

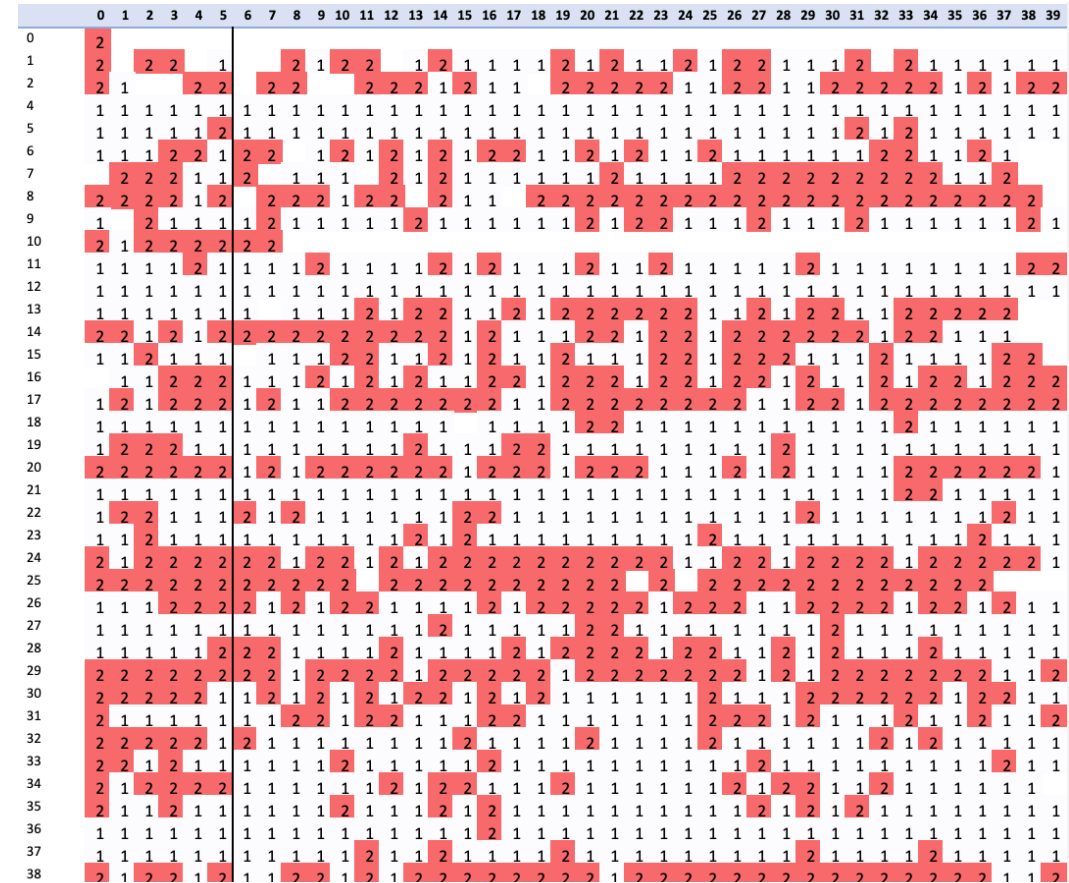
In red, Netflix Originals

## Profile 1

### SNAPSHOT 1 (before viewing)



### SNAPSHOT 2 (after viewing)



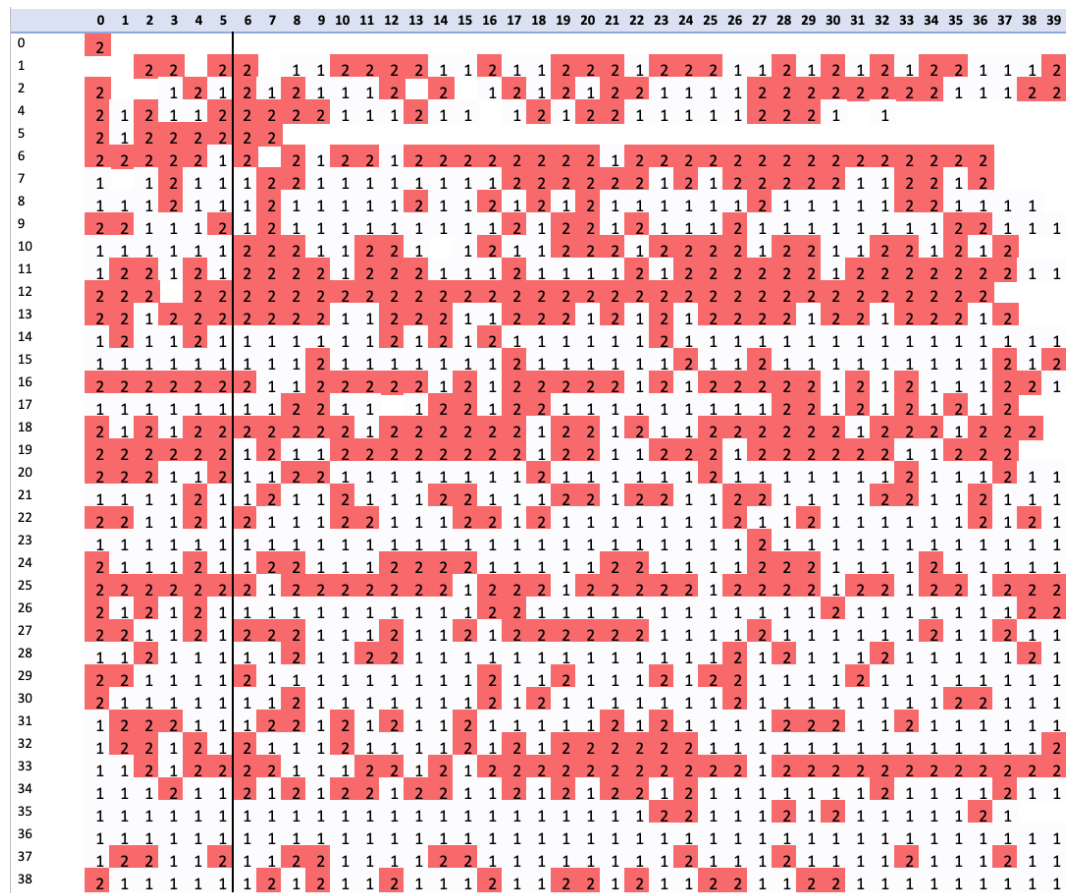


# Results (5)

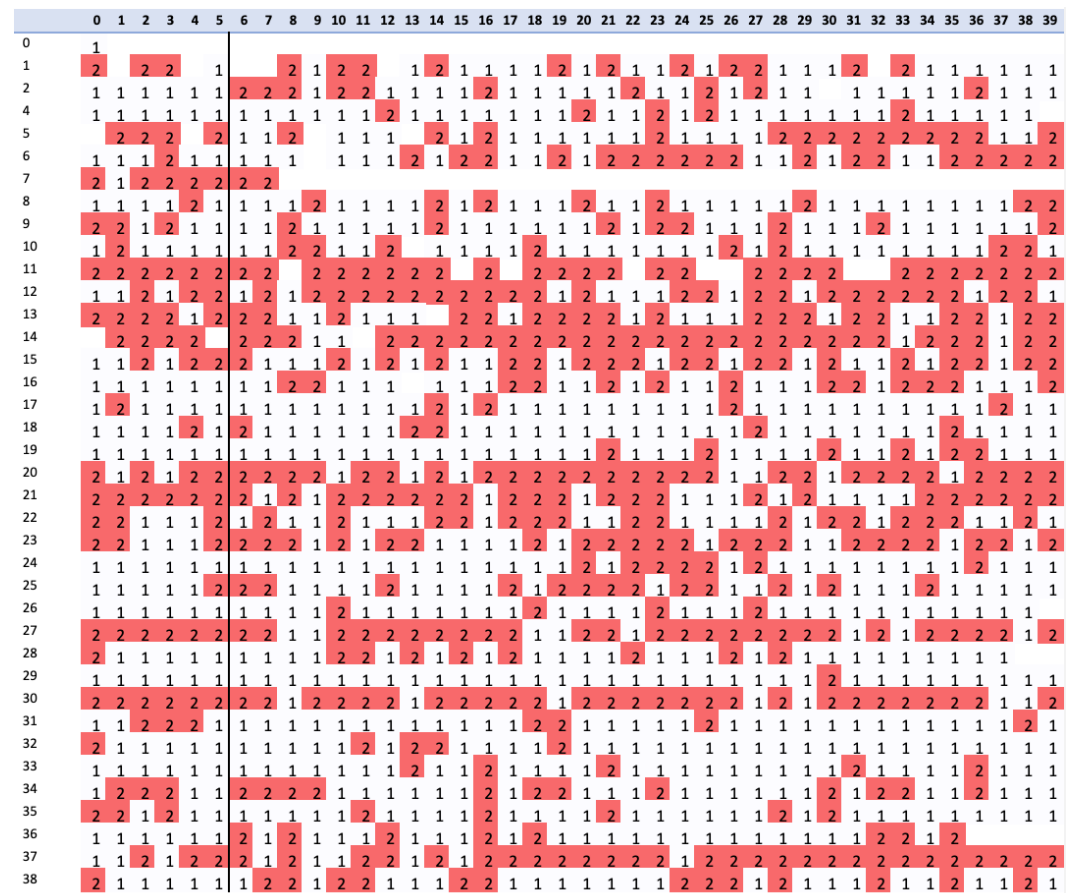
In red, Netflix Originals

## Profile 2

### SNAPSHOT 1 (before viewing)



### SNAPSHOT 2 (after viewing)



# Droit d'auteur system

more recommendation

leads to

higher demand

leads to

more remuneration for rights holders

# Copyright system

more remuneration for rights holders

leads to

more recommendation

leads to

higher demand

# Thank you