Global Agenda Council on the Intellectual Property System
Megatrends

1. **Changing means of access and consumption**: Distribution models are shifting towards instantaneous, ubiquitous access, often using social networks. Roles of intermediaries are also changing.

2. **New technologies**: Big data, the increasing complexity of virtual content, new technologies including 3D printing, and technology convergence are reshaping the creative economy landscape.

3. **Increased user involvement**: More participatory opportunities to engage with both the creation and consumption of content, and opportunities for co-production of content.

4. **Shifting business models**: Increasing pressure on traditional business models from many new business models, including lower marginal costs of production for content distributors, and a shift for consumers away from ownership of copies of content to licensed access to content.

5. **An increasingly global market for content**: Freer movement of goods and services creates jurisdictional challenges including potential incompatibilities between national legal systems in the context of global commerce in creative works. At the same time, agreement on international norms has become much more difficult to achieve.

6. **Increased fragmentation of copyright ownership**: The atomization of content and increased production of derivative works are causing increased fragmentation of copyright ownership. This is also creating new challenges in terms of orphan works.