

Week 3 materials

Examples of articles from the 4 Topic areas:

- Technology
- Media
- Advertising
- Economy

1. Technology

http://story.news.yahoo.com/news?tmpl=story&u=/nm/20031017/tc_nm/finland_cellphones_dc

Finns Ready Law for Tracking Young Cellphone Users

Fri Oct 17, 8:49 AM ET

HELSINKI (Reuters) - Finland has proposed a new law that would let parents track the movements of their young children via mobile phone, even without their consent, in a move that could set an EU benchmark in privacy and handset use.

The proposal is part of new law on privacy in electronic communications and could still be changed in parliament hearings, although the Nordic country's coalition government accepted it unanimously this week.

Parliament will likely start discussing the proposal early in November, but state officials and politicians said it was too early to estimate when the law could be passed.

"Roughly similar legislation will be a reality in the European Union area in the near future," said Juhapekka Ristola, an official at the transport and communications ministry.

He said other countries may follow the example of Finland, home to the world's largest mobile phone maker Nokia, because the proposal is based on the EU's directive on privacy and electronic communications.

According to the draft, individuals aged 15 or older could only be tracked after giving their consent, but for children under 15 such consent could also be given by their parents or guardians.

In emergency situations people can still be tracked without their consent regardless of their age.

Finland's top two mobile operators, TeliaSonera and Elisa, currently offer positioning services which locate the phone user based on the mobile base station he or she is nearest to.

TeliaSonera says the positioning works from between 100 meters (yards) in congested areas to 20 km (12 miles) in less populated areas.

Finland is a world leader in mobile technology, and last February topped the World Economic Forum's list as the most tech-savvy country in the world.

2. Media

http://news.com.com/2100-1027_3-5073717.html?tag=st_rn

RIAA settles with 12-year-old girl

Last modified: September 9, 2003, 4:05 PM PDT

By [John Borland](#)

Staff Writer, CNET News.com

Barely 24 hours after suing alleged file swappers around the United States, the recording industry has settled its first case, agreeing to drop its case against a 12-year-old New York girl in exchange for \$2,000.

The Recording Industry Association of America (RIAA) [filed 261 lawsuits Monday against computer users](#) it said were exclusively "egregious" file swappers. One of the targets wound up being Brianna Lahara, who was identified by the New York Post as a 12-year-old honors student who lives in a New York City Housing Authority apartment.

The trade group said Tuesday that it had agreed to settle with the preteen's mother for a sum considerably lower than previous settlement arrangements.

"We understand now that file sharing the music was illegal," Sylvia Torres, Brianna's mother, said in a statement. "You can be sure Brianna won't be doing it anymore."

The quick settlement points both to the public relations dangers of the RIAA's shotgun lawsuit approach and to its simultaneous effectiveness. Other sympathetic defendants are likely to emerge, but the group is setting a fast precedent of pushing people toward settlement.

"We're trying to send a strong message that you are not anonymous when you participate in peer-to-peer file sharing and that the illegal distribution of copyrighted music has consequences," RIAA chief executive Mitch Bainwol said in a statement. "And as this case illustrates, parents need to be aware of what their children are doing on their computers."

The RIAA had previously [settled with four college students](#) sued in April for between \$12,000 and \$17,000. The group said Monday that it had already reached agreements with some of the latest round of defendants to settle for about \$3,000, but that future agreements would likely carry a higher price tag.

3. Advertising

<http://www.ibizbasics.com/>

CPM

PUBLISHED: January 2, 2001

WRITTEN BY: Mark Brownlow

CPM stands for cost per thousand. Wondering how the M turns into a T? Well, M stands for Mille, and is the Roman numeral used to represent 1000.

CPM is commonly used to describe prices in online advertising; graphical advertisements are often sold on a cpm basis. So you may see a website offering advertising space at US\$50 cpm.

This means that the website charges US\$50 for every thousand times an advertisement is shown to a visitor. This may mean, for example, 250 visitors each viewing four pages at a website, and seeing the same advertisement on each page.

CPM is also increasingly used to price advertisements sent by email or in email newsletters. US\$50 cpm would mean a charge of US\$50 for every 1000 email addresses sent the advertisement.

If an advertiser were to buy US\$1000 of advertising at US\$50 cpm, this means his or her advertisement would be shown 20,000 times, or sent to 20,000 email addresses.

Ostensibly, the cpm price is based on the idea that the fee is charged in return for a thousand advertising "impressions" or "opportunities to view" the advertisement. Although a simple concept in theory, problems arise because of difficulties with defining and measuring an impression or opportunity to view.

When someone visits a website, his or her browser calls up the homepage and starts to download the various graphics and other elements in the page. Let's say one of these graphics is an advertisement, so the browser sends a request to retrieve a graphical advertisement for display. This request is the beginning of a chain of events ending with the full graphic being displayed by the browser. The "problem" is that:

- each event in this chain can be recorded, except the last (there is no way of really knowing if the visitor actually sees the whole advertisement)
- each step within the chain involves a time delay
- the visitor may move on to another webpage at any time during this chain of events, and before the graphic is actually displayed.

4. Economy

<http://www.cato.org/pubs/pas/pa-274es.html>

How Rent Control Drives Out Affordable Housing

by William Tucker

William Tucker is the author of *The Excluded Americans: Homelessness and Housing Policies* (Regnery) and *Zoning, Rent Control, and Affordable Housing* (Cato Institute).

Rent control has been in force in a number of major American cities for many decades. The best-known example is New York, which still retains rent controls from the temporary price controls imposed during World War II. But this policy, meant to assist poorer residents, harms far more citizens than it helps, benefits the better-off, and limits the freedom of all citizens.

A look at the classified ads in rent-controlled cities reveals that very few moderately priced rental units are actually available. Most advertised units are priced well above the actual median rent. Yet in cities without controls, moderately priced units are universally available.

In many cities, policymakers understand that controls drive out residents and businesses. Thus many exempt significant portions of housing from controls, creating shadow markets. Yet as controls hold down rents for some units, costs for all other rental housing skyrocket. And tenants in rent-controlled units fear moving to more desirable neighborhoods since the only units available for rent are very high-priced.

But the trend in recent years has been toward removal of rent control. The repeal of controls in Massachusetts, for example, did not lead to the widespread evictions and hardships that some predicted. The lesson for the rest of the country is that rent control is policy that never was justified and certainly should be scrapped.

[Full Text of Policy Analysis No. 274 \(HTML\)](#)

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