Licensing Education in the UK

Seamless Access to Content

Madeleine Pow
International Manager

09 December 2014
IFRRO Side Event, WIPO SCCR
Education Licensing

In the UK

- Licence in place since 1987
- CLA works with:
  - The Department for Education
  - Universities UK
  - Individual institutions
- Central point of contact for users
- Streamlines licensing process
Education Licensing

Outside of the UK

• Network of 37 bilateral agreements

• CLA supports developing CMOs, such as those in Malawi, the Philippines, India

Distance Learners

• CLA Licences provide for students studying remotely to access secure networks and receive hard copies.

• Current pilot with Universities to include overseas campus based students within the CLA Higher Education Licence.
Simplifying
Streamlining

Licence Management Services Offering:

- Music Publishers Associations
- Newspaper Licensing Agency

- Work with CMOs to create a ‘one stop shop’ for information on copyright licensing
Value for Rightsholders

UK Creative Industries worth £71.4 billion

5.2% of UK economy

43,000 Authors receive income from secondary licensing

54% income is essential

36% income is important

“Secondary copyright payments give you confidence that you are part of an overarching system which is in place to protect you... This is absolutely vital when I’m deciding to start a writing project”
Leading educational author

For leading educational publishers in the UK, secondary copyright payments play an important role in incentivising investment in new products.

“A sound secondary licensing sector is a sign of a serious and robust copyright environment, and equates to the markets where we would be more likely to invest in innovative products”.
Innovations Director, Cambridge University Press

Source: DCMS, Creative Industries Economic Estimates
PWC, An economic analysis of education exceptions in copyright
Value for Users

“This new licence will free up schools’ time and help make sure they can spend more money on the frontline instead of back office administrative costs”
UK Schools Minister on the central agreement between CLA and the DfE

“copyrightandschools.org ... Ensures that any organisation in the education sector has access to a ‘one stop shop’ for information on how to legally use copyright content”
Richard Hooper, Copyright Works, Streamlining Copyright Licensing in the Digital Age

David Anderson-Evans, Chair of Universities UK “Collaboration [between CLA and the universities] has enhanced the relationship between rights holders and users”.