Easy Access to Copyright Text and Image works - Summary

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Geneva
The global network
143 members in 79 countries

International Federation of Reproduction Rights Organisations

88 RROs  55 Creator & Publisher bodies

IFRRO Key Activities
• Communications / Information
• Business Approaches
• Regional Development

Cooperates with
• WIPO
• UNESCO
• EU
• OAPI, ARIPO, LAS
• APEC, CERLALC
• CISAC, SAA, etc.
• IFLA, EBLIDA
88 RROs in 79 countries
Around the world – on all continents
Valuing copyright allows investment in creativity, knowledge and culture.

exceptions are important; unremunerated exceptions should be limited to instances where primary and secondary markets cannot fulfil a market need efficiently.
Collective Management
Seamless access to copyright works

Convenient
Safe
Simple
Fast
Innovative
Cost effective
Easy Access to Text and Image Copyright works - Examples

IFRRO Studies

➢ Easy Access to Copyright Published works

➢ Seamless Access to Content and How RROs help enabling it

➢ Toolkit for licensing in Text and Image Works
  http://www.ifrro.org/sites/default/files/toolkit/licensing_tex_timage_works_l4e.pdf
RRO rights administration
Sustaining local creative industries

- Copyright education
- Appropriate legislation
- Compliance Enforcement
- Rightholder mandates
- User friendly licences
Easy Access to Text and Image Copyright works in Education

Solutions for Easy Seamless Access to Text and Image Copyright Works Exist

They Work

Protection of copyright – a prerequisite for innovation, and creation and dissemination of a high volume of quality intellectual property
Thank you!

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