

Collective management in the text and image based sphere

Individual management

- Contractual agreements between rightholders
- Licence or assignment
- Mutual responsibilities
- Royalties
- Buy-out
 - Economic rights



Broad aims of RROs

- License collectively
 - What is impracticable individually
 - What rightholders prefer collectively
- Activities
 - Licensing
 - Collection and distribution
 - Compliance and education
- Market driven solution
- Legal access to © content



Establishing an RRO

- Incorporation
 - Rightholder initiative
 - Statutory recognition
- Mission
 - Uphold authors' and publishers' interests
 - Legitimate use through licensing
 - Distribution to appropriate rightholders
 - © education and promotion
- International recognition

Briefly introducing...

International Federation of
Reproduction Rights Organisations

RROs

Rightholder
bodies



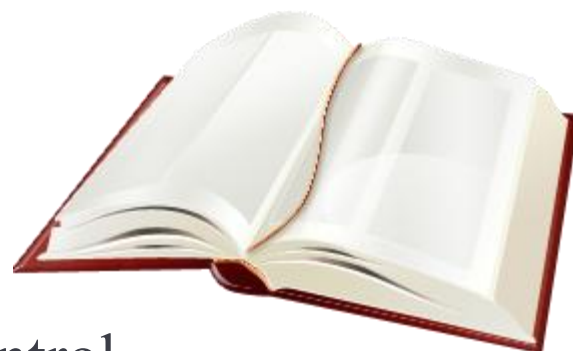
Directing an RRO

- Rightholders elect Board
 - Policy
- Directors
 - Fiduciary Duty of Care
- Board and Executive
 - Strategy
 - Operations
- Authority to operate
 - Types of mandate/authority
 - Opt in / out

RROs in context

Music and drama

- Compare radio
 - Licensing by sector
 - Sampling/large data volumes
 - Micro payments to rightholders
- Contrast RROs
 - Rightholders ownership and control
 - Individual and collective licensing/ administration



Q: Who and what?

- ENPA
- EVA
- EWC
- FAEP
- FEP
- FIPP
- FIT
- Icoграда
- IFJ
- IPA
- STM

A: International rightholder bodies in membership of IFRRO

- **European Newspaper Publishers' Association**
- **European Visual Artists**
- **European Writers' Council**
- **European Federation of Magazine Publishers**
- **Federation of European Publishers**
- **International Federation of the Periodical Press**
- **Federation Internationale des Traducteurs**
- **International Council of Graphic Design Associations**
- **International Federation of Journalists**
- **International Publishers Association**
- **International Association of Scientific, Technical & Medical Publishers**