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Welcome to the December edition of the IFRRO News!

It has been a packed few months for us at IFRRO. We have had a number of exciting and fruitful activities during this last quarter, including our Annual General Meeting and World Congress 2017 which took place in Tokyo.



IFRRO Annual General Meeting 2017, Tokyo

**IFRRO Annual General Meeting
2017: new members, strategic
plan, resolutions adopted by the
AGM and elections**

On Wednesday 8 November, over 170 delegates attended the IFRRO Annual General Meeting 2017 in Tokyo.

And, in the category of Creator and Publisher Association members, one new member was accepted:

- [European Federation of Journalists – EFJ \(Belgium\)](#)

Caroline Morgan, CEO of IFRRO, presented and overview of the Strategic Plan for the period 2018- 2020. The plan is centred on two key objectives: Advocating for copyright

The meeting chaired by *Rainer Just*, President of the IFRRO Board, discussed IFRRO activities during the last year, including finances, membership and administrative changes.

Yngve Slettholm, 1st IFRRO Vice Chair advised of changes in the membership and welcomed the following eight new organisations that joined IFRRO since the 2016 AGM. IFRRO has 149 members from all over the world, 99 of those as RRO members.

In the category of full RRO members, the new members are:

- [Japan Publishers Copyright Organization – JCOPY \(Japan\)](#)

Associate RRO members:

- [American Society for Collective Rights Licensing – ASCRL \(USA\)](#)
- [Turkish Association of Educational Publishers – Egitim Yaybir \(Turkey\)](#)
- [Stichting Pro \(Netherlands\)](#)
- [Visual Rights Denmark – VISDA \(Denmark\)](#)

As Provisional RRO members, IFRRO welcomed:

- [Société Sénégalaise du Droit d'Auteur et des Droits Voisins – SODAV \(Senegal\)](#)

and the creative sector (globally) and the Building of a strong and resilient RRO network. The Plan was well received by the membership, who were invited to provide feedback to the IFRRO Secretariat.

Three resolutions were adopted unanimously by the AGM in Tokyo:

- [IFRRO Statement on restoring fair compensation to creators of content in Canada](#)
- [IFRRO Statement on copyright exceptions in the European Union](#)
- [IFRRO Statement on the need to modify the public lending right remuneration system in Spain](#)

The Membership and Nominating Committees were elected for a period of 2 years, as follows:

- Membership Committee: *Sandra Csillag* ([Literar-Mechana](#)), *José Borghino* ([IPA](#)); *Anders Kristian Rasch* ([Copydan Writing](#)), *Anke Schierholz* ([VG Bild-Kunst](#)) and *Yngve Slettholm* ([Kopinor](#)).
- Nominating Committee: *Sandra Csillag* ([Literar-Mechana](#)), *Magdalena Iraizoz* ([CADRA](#)), *Paul Wee* ([CLASS](#)) and *Dora Makwinja* ([COSOMA](#)).

- [Kazakhstan Association for Administration of Intellectual Property Rights – KOUPIS \(Kazakhstan\)](#)



**IFRRO World Congress and International Conference 2017:
transformation as the driving force of our community**

In the week of 6- 9 November, over 190 attendees from 70 member organisations, plus special guests and speakers, gathered at the occasion of the IFRRO World Congress 2017 in Tokyo, hosted by our Japanese member [JAC \(Japan Academic Association for Copyright\)](#)

[Clearance](#)). The event, as in previous years, kicked off with the IFRRO Board meeting on Monday 6th followed by the International Conference on Tuesday 7th with the Annual General Meeting, a Special Session on Managing Artistic Works and Newspapers and the European Group meeting taking place on Wednesday 8th. Committee, Working Groups and fora meetings took place on Thursday 9th, the last day of the Congress.

IFRRO members, and special guests including representatives from ARIPO, IFLA, WIPO, Elsevier, and Getty Images, had the opportunity to network, meet, reach agreements, discuss business and identify best practices during the four days of the Congress. The IFRRO World Congress 2017 had a special focus on new business models, the impact of new technologies and the need for transformation, in the context of the latest relevant legal developments around the World, including the EU Copyright Directive.

A highlight of this year' congress was the [IFRRO International Conference](#), chaired by *Tracey Armstrong*, President and Chief Executive Officer at [CCC](#) and Second Vice President of the IFRRO Board. The programme of the conference was heavily influenced by the impact of new technologies and the need for transformation not only in the publishing industry but in society as a whole. Keynote speakers were *YS Chi*, President of Elsevier and *Kevin Fitzgerald*, Director, Copyright Infrastructure Division at WIPO.

In his presentation, *YS Chi* said that in the digital age, although formats change, the core function of disseminating high-quality information remains constant. He also suggested that the right strategies for protecting against IP infringement combines the "three Es": education, economics and enforcement. Chi emphasised that the modes of content sharing we have been used to are unlikely to remain the same. One of the main takeaways of Chi's speech was that it is essential to figure out when's the right time to change and what are the things that need to change or to remain constant.

Kevin Fitzgerald highlighted the value of copyright to the economy society and how that value is being managed by WIPO. Fitzgerald's speech also included a focus on new technologies and the need to adapt in the shape of new business models and product development. Fitzgerald shared with the audience that what WIPO learned from the Global Digital Content Conference last year, was that creative industries are not in decline, and that "successful business models must give customers the type of content they want, in the format and at the time they want it, rather than in ways which are convenient to providers". Finally, *Kevin Fitzgerald* confirmed WIPO's readiness to continue working with IFRRO to deliver positive impacts on international communities.

Other topics at the IFRRO International Conference included Trends Impacting Society 5.0: Healthcare, Aging Society, Information Access, a speech delivered by *Bill Hall*, President at [Ipsos Healthcare Japan Ltd](#) and Japan Head, Ipsos Business Consulting. Hall offered an overview of the way that Japanese market is being shaped by the needs of the aging population, and how technology will be a key component of the response.

In a panel on Copyright and Piracy: Lessons from Manga Culture, speakers *Kae Winters*, Marketing, [TOKYOPOP](#) and *Takayuki Tsukasaki*, Secretary General, [Content Overseas Distributions Association \(CODA\)](#) discussed how Manga Culture has been tackling its own form of piracy (escanlation). This discussion was moderated by *Michael Healy*, Executive Director, International Relations, CCC. The meeting concluded with a panel on Fake News & Framing: No Alternative Facts, with *Angela Mills Wade*, Chair of [Europe Analytica](#) and Executive Director of the [European Publishers Council](#), *Jonathan Lockwood*, Vice President, Corporate Counsel, [Getty Images](#), *Brett Miller*, Economy Team Leader for Japan & Korea, [Bloomberg News](#) and *Adam Suckling*, CEO, [Copyright Agency](#), discussing fake news, its implications and the legal consequences.

The closing remarks of the Conference were delivered by *Tracey Armstrong*, who said that the main takeaway of the event should be inspiration to change, adapt and transform.

IFRRO AGM adopts resolution on copyright exceptions

At IFRRO's Annual General Meeting in Tokyo this month, a resolution urging European Union decision-makers currently scrutinising the proposed Directive on Copyright in the Digital Single Market to fully consider the consequences for authors and publishers in the text and image sector was adopted.

In IFRRO's view, the proposed exception for “illustration for teaching” must remain narrowly focused and apply only where no adequate licences are available. Where the exception does apply, there must be mandatory fair compensation for authors and publishers for all uses under the exception. Without these requirements, authors' and publishers' revenues will be put at risk, jobs will be lost and students will ultimately have less diverse, quality, innovative content to benefit from.

The full text of the resolution is available [here](#).

At its AGM, IFRRO adopts a resolution on the need to modify the remuneration system for Public Lending Right in Spain

A resolution on the need to modify the remuneration system for Public Lending Right (PLR) in Spain was adopted at the IFRRO Annual General Meeting 2017. Through the resolution, IFRRO urges the Spanish government to establish a coherent system for the management of PLR in that country since the current remuneration system for authors, for the lending of their works in libraries is inefficient and unworkable. The

A resolution on restoring fair compensation to creators of content in Canada, adopted at the IFRRO Annual General Meeting 2017

Adopted by its Annual General Meeting 2017 in Tokyo, IFRRO members agreed unanimously on a resolution concerning the restoration of fair compensation to content creators in Canada. The resolution urges the Canadian Government to restore fair compensation to creators of content, for the use of their works in education as part of the upcoming copyright review. Particularly,

system as it is nowadays, harms Spanish authors, and also authors from other countries, whose works are lent by Spanish libraries.

For a full read of the resolution, please click [here](#).



Workshop for writers in Côte d'Ivoire organised by BURIDA with IFRRO support

The new copyright law of Côte d'Ivoire, [enacted](#) in July 2016, has established a legal basis for the collective management of rights in the text and image sector in Côte d'Ivoire in the form of a levy system. BURIDA, the Ivorian RRO in membership of IFRRO, is preparing to start administering the levy system: this will be possible once the necessary implementation decrees have been

IFRRO members ask to the Canadian Government to restore the possibility for authors and publishers to receive fair compensation for the use of their creative work by educational institutions, by clarifying the limited scope of educational fair dealing and to encourage licensing solutions that provide a balance and ensure the sustainability of the text and image sector through collective licensing solutions for the use of content.

The resolution can be read [here](#).



Study visit to Russia: IFRRO meets with Russian RRO, Publishers, and State Duma

Between the 11th and the 14th of September 2017 IFRRO's Secretary General Caroline Morgan and Policy Advisor Pierre-Olivier Lesburguères travelled to Moscow for a series of

adopted by the Government. The participation and involvement of authors and publishers, in particular through joining the RRO, is crucial to the success of this project. IFRRO has worked with BURIDA for many years and supported a [sensitising seminar](#) last year towards publishers that saw local publishers discussing the collective management of their rights.

In the same spirit of close cooperation between BURIDA, rightholders associations and IFRRO, On 22 September 2017 in Abidjan, BURIDA organised a sensitising workshop directed towards authors with the support of the Association des Ecrivains de Côte d'Ivoire (AECI, the Côte d'Ivoire Writers Association) and IFRRO. Around 50 writers and their representative organisations (AECI and AJECI) attended the workshop. The event started with opening speeches by Irène Vieira, Director General of the RRO, Macaire Etty, President of AECI, Pierre-Olivier Lesburguères, IFRRO's Policy Advisor, and Paul Marie Koffi Kossonou from the Ministry of Culture and Francophonie. The meeting continued with presentations on collective management, copyright, and the role of writers' associations made by international and local experts,

meetings with CopyRus, rightholders, and Parliament representatives.

[CopyRus](#), the Russian Rightsholders' Society on Collective Management of Reprographic Reproduction Rights, is a longstanding member of IFRRO and has received mandates from more than 4,000 Russian rightholders to-day. The IFRRO representatives met with Vasily Terletskiy, Director General of CopyRus, and his team at their Moscow premises. They were briefed on the successes of the RRO, and the challenges that the current legislation poses to the RRO by making licensing of educational institutions and libraries a difficult undertaking.

IFRRO then met with Konstantin Chechenev and Oleg Filimonov, President and Vice-President of [ASKI](#), the Russian Publishers Association. The 30th Moscow Book Fair had taken place the week before and the ASKI representatives shared insight views on the state of the book market and on the challenges that publishers are facing today, in particular with the move from print to digital publishing.

Finally, in the afternoon of the 13th of September, CopyRus and IFRRO had meetings at the State Duma, the lower house of the Federal Assembly

including Dr. Madia Fadiga (Universities of Korhogo and Poitiers), BURIDA's Head of the Development Strategies Department Kevin Koffi and Professor Joseph Fometeu (University of Ngaoundere, Cameroon). A presentation of the work done by the [International Authors Forum \(IAF\)](#) was also made and IAF materials shared with the two writers associations and the representative of the Ministry of Culture and Francophonie.

At the end of the event and after a lively discussion involving questions and comments, the writers present expressed their satisfaction and their eagerness to see an effective collective management of their rights put in place very soon.

Find [here](#) a press release by BURIDA and [here](#) an article about the workshop (*all in French*).

Photo: Participants in the workshop © Koffi James

ABC Global Book Service

The ABC Global Book Service, formerly known as the TIGAR Service, is an on-line

of Russia. They met with Rafael Mardanshin, Deputy at the Russian State Duma and Vice-Chairman of the State Duma Committee on state structure and legislation, with Olga Ruzakova, Deputy Head of Staff of the Committee, with Igor Sudets and with advisors to the Committee. Deputy Mardanshin expressed his commitment to protect authors' rights and referred to a bill on collective rights management that is currently under discussion. Olga Ruzakova is known to the IFRRO community, having made a presentation at the IFRRO World Congress 2014, and she further explained the objectives of the bill, and the participants continued discussing various aspects of collective management and copyright.

Find [here](#) an article posted by CopyRus and [here](#) and [here](#) articles on the visit to the State Duma (*all in Russian*).

Photo: Participants in the meeting at the Russian State Duma © Igor Sudets

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catalogue that allows participating libraries for the blind and organizations serving people who are print disabled to obtain easily the accessible content they need.

For more information on this initiative, visit the [website](#).



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