

RROs' activities & operations

(3) Licensing in the digital era

Aims of © licensing by RROs – review

- Reflect rightholder mandates
- Access on mutually agreed terms
- Large scale copying of © extracts
- Voluntary and statutory
- Remuneration and information

Transition to digital

- RRO origins in photocopying



- Markets switch to digital technology
- Analysis of strategic issues for RROs
- Majority of RROs now licensing digital use
- Good practices shared
 - RRO to RRO
 - Within IFRRO

Content of RRO licences

- Limited extracts
- Permitted uses
 - Photocopying and scanning
 - Download, store, print, internal dissemination, external dissemination
- Authorised users
- Terms
- Fees
- Usage reporting requirements
- Compliance awareness

Digital sources and applications

•Sources

- Analogue
- Online
- Electronic carrier
- Internet download

•Applications and uses

- Scan
- PPT
- Printout
- Whiteboard
- View
- VLE
- Store
- Redirect to content
- Email
- RRO content database

Types of licensing agreement

- Blanket – covers all students/employees
 - Annual fee
 - Extensive repertoire
 - No individual permissions
 - Usage report by sampling or in full
- Transactional e.g. document delivery
 - Pay-per-use, with/without pre-clearance
 - Detailed reporting

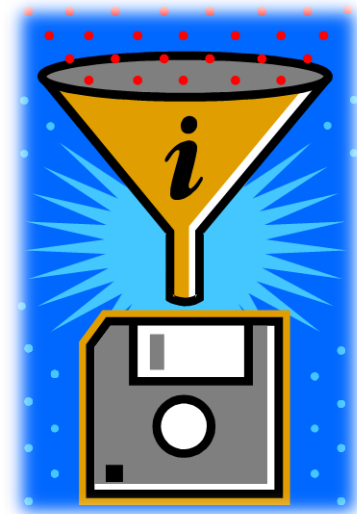


Tariffs

- Rightholder set or statutory
 - Price of original
 - Local economy
- Blanket
 - Annual fee
 - Formula: page price x © copies x users
- Transactional
 - Pay per copy – article/extract
 - Default price may be permitted

Monitoring usage

- Why?
 - Distribution data
 - Volume usage
 - Strategic information
- How?
 - Statistical survey
 - Availability
 - Full reporting
- EDI



Benefits of licensing the education sector

- Fighting infringement on two fronts
- Licensing – three key benefits:
 - No excuses for infringement
 - Accountability and discipline
 - Fosters © respect in market
- Remuneration and information
- Order out of chaos

Course packs

If you can't beat
it...

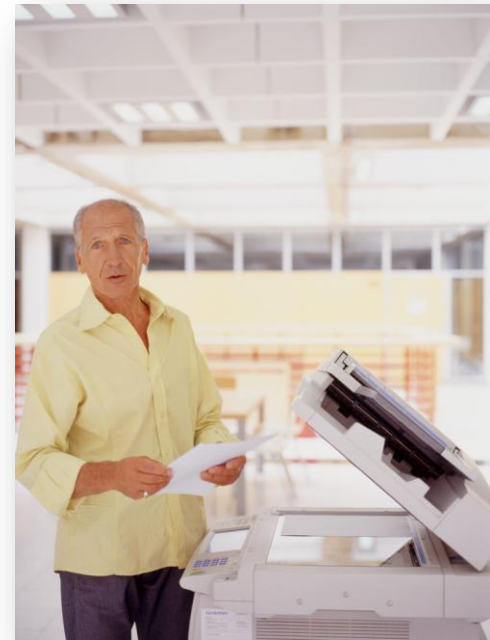
license it!



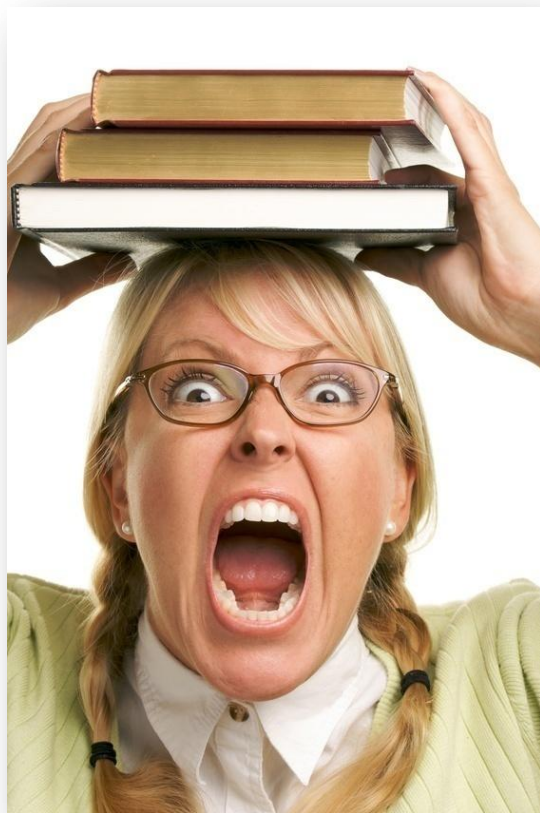
Copy shops

“Who, me?”

- Yes, Mr. Copy Shop Operator, we have a licence for you!



International document delivery (IDD)



- When there's a need...



- **IFRRO Principles of IDD**

Distance and external users

Distance



External



Cross-border and multi-territory

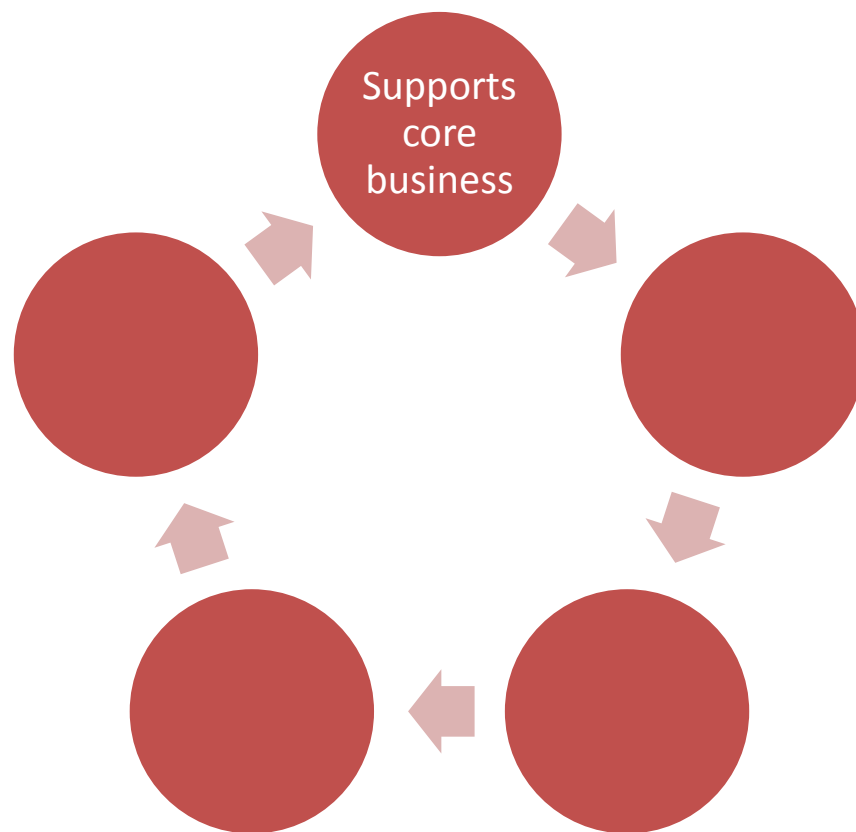
Bilaterals
between
RROs



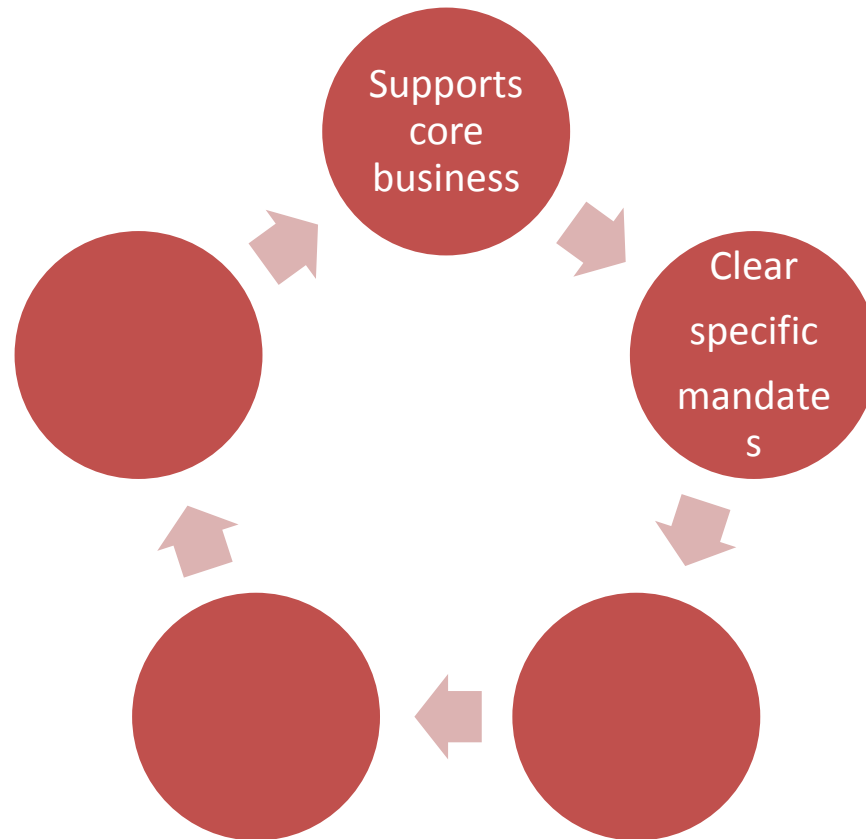
IFRRO REM
and Toolkit

Direct licensing into other territories

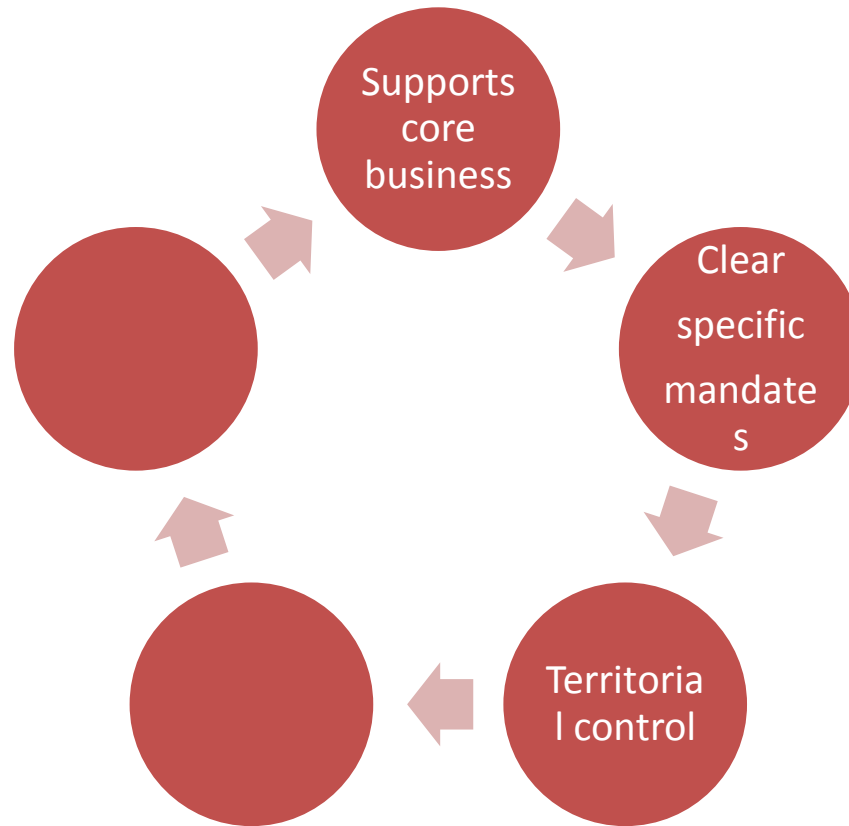
Benefits of licensing through RROs



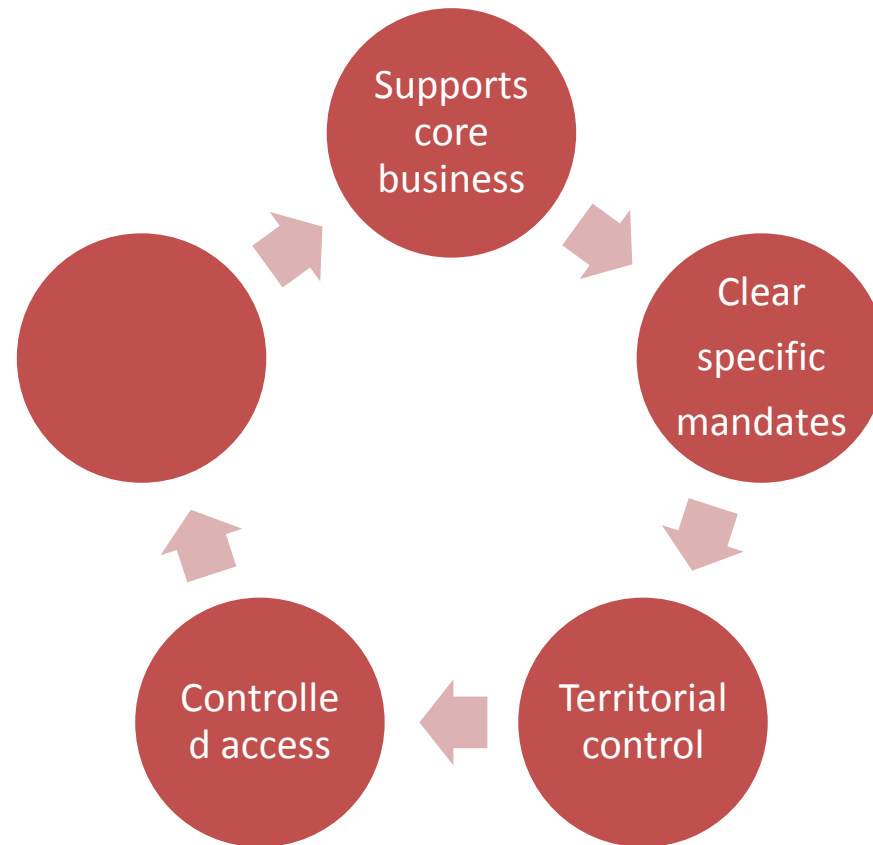
Benefits of licensing through RROs



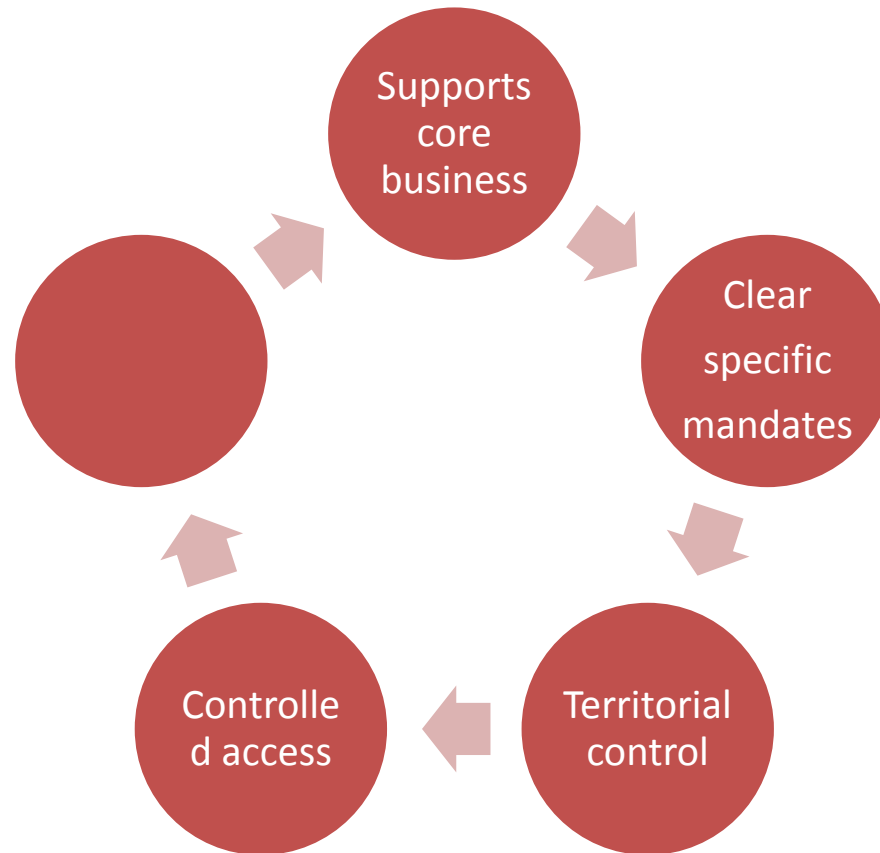
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