The Bolk project – Licensing and delivering digital coursepacks

IFRRO Business Models Forum
Seamless Access to Content
Dublin, 14 March 2013
Yngve Slettholm
Strategic steps

”New services and markets

Kopinor shall develop new services to meet the needs of users and to curtail the illegal use of works. The development of a system for delivery of cleared content for higher education will be prioritized.”

Content delivery (coursepacks) – why?

• Curtailing illegal use
• Securing remuneration to rightsholders
• Responding to the needs of the sector
• Maintaining Kopinor’s strategic position in the sector
• Only Kopinor could solve the problem
Higher education – digital

• 2008: Survey showing widespread digital use (not licensed)
• 2008: Based on documented need, Norwegian Council of Higher Education (UHR) wishes to include digital copying in the agreement
• May 2009: Agreement allowing digital copying, excluding coursepacks;
  – Kopinor offers to make available a transaction based system for rights clearance and delivery of digital and paper coursepacks.
  – UHR will participate in a reference group.
Extended Collective License (ECL) and transactional licensing combined

Kopinor license (ECL)
For the same course: 15 % or 1 chapter from a book. 2 articles per year from the same scientific journal.

Pre-authorized direct license
For the same course: e.g. up to 50 % of the book/journal. Terms set by publisher.

Special orders
Direct contact for clearing use when pre-authorized rights are too narrow.
:bolk

DIGITAL COURSEPACKS
ON DEMAND
A SERVICE FROM
Kopinor
Business model

• Transaction-based system for ordering and compiling coursepacks
• Educational institutions as customers
• Subscription fee
• Payment for actual use for all registered students
• Distribution on paper or digitally (without DRM)
Benefits for users

• Legal use of digital material
• Easier access to relevant material
• Reduced costs
• Better economic control
• Easier administration
• Easy to use – no DRMs
• Quick and precise delivery
• High quality user experience
Benefits for rightsholders

- Higher remuneration
- Control of pricing and terms
- Prevent leakage
- An effective tool for administration of rights in the higher education sector
- Improved market knowledge
- Secured participation in a digital future
Sand i maskineriet
by Brochmann, Grethe, Borchgrevink, Tordis and Rogstad, Jon
Publisher: Gyldendal Akademisk
Published: 2002
Edition: 1
ISBN: 9788205306165
Pages: 215 pages
Language: Norwegian
File available: Yes

Other relevant publications from this publisher

Prices
USD 0.10 per page limited to 15% of the publication (Kopinor HE License)
USD 0.13 per page limited to 20% of the publication (Kopinor extended license)
USD 48.11 for extended rights clearing (Kopinor’s Rights Clearance Service)

Description
According to international and Norwegian law, immigrants and minorities have equal rights and should be treated as Norwegian citizens. But how does it work in a practical setting? Are the interests of minorities being respected?

Comments
This book is really great!
Written by Else Lie (10.03.2011)
Read more comments (2) | Add comment
Sand i maskineriet

by Brochmann, Grethe; Borchgrevink, Tordis and Rogetø, Jon

Publisher: Gyldendal Akademisk
Published: 2002
Edition: 1
ISBN: 978205306165
Pages: 215 pages
Language: Norwegian
File available: Yes
Other relevant publications from this publisher

Enter excerpt

Pages: 27-55
Name of excerpt: Chapter 1

Add another excerpt from this publication
Add excerpt to course pack Cancel
Order rights clearing?
Pre-authorized rights does not match request.
Excerpt must be cleared. Expect 7 days delivery time.
Clearing fee is $30.07.

Cancel | Yes, place order and add to course pack
Create course pack

Course pack name: STV1123 - Politikk og makt, vår 2012

Course pack content

- Brochmann, Grotha; Berghgrevink, Torild and Rogstad, Jon (2002): Sand i maskineriet (p. 27-55)
  
- Claus, Dag Harald and Mydsko, Per Kristen (2011): Forutsetning eller fordøling? (p. 1-144)
  
Price per course pack: $2.88

No of excerpts: 2
No of pages: 172
Expected delivery date: 9/26/2011

Search for content

Search for content

e.g. title, ISBN number or publisher
Create course pack

Course pack name: STV1123 - Politikk og makt, vår 2012

Course pack content


No of excerpts: 2
No of pages: 172
Expected delivery date: 9/26/2011

Price per course pack: $2.88

Search for content

Search for content

Hva skjer med partiene Heidar Saglie
Create course pack

Course pack name: STV1123 - Politikk og makt, vår 2012

Course pack content

- Brochmann, Grethe, Borchgrevink, Tordis and Rogstad, Jon (2002): Sand i maskineriet (p. 27-55)

Price per course pack: $2.88

Search for content

Hva skjer med partiene Heidar Saglie

Search

Narrow results

Type:
- Course packs

Heidar, Knut and Saglie, Jo. Hva skjer med partiene? (Gyldendal Akademisk)
Create course pack

Course pack name: STV1123 - Politikk og makt, vår 2012

Course pack content

- Brochmann, Grethe, Borchgrevink, Tårds and Rogstad, Jon (2002): Sand i maskineriet (p. 27-55)
- Claas, Dag Harald and Myltskoi, Per Kristian (2011): Ferrutning eller fordeling? (p. 1-144)

No of excerpts: 2
No of pages: 178
Expected delivery date: 9/26/2011

Price per course pack: $2.88

Select pages for excerpt

Hva skjer med partiene?

Excerpt course pack

Pages: 1-80
Name of excerpt: Chapter 1-3

Add another excerpt from this publication
Add excerpt to course pack | Cancel

Prices

USD 0.10 per page limited to 15% of the publication (Kopinor HE License)
USD 0.13 per page limited to 50% of the publication (Kopinor extended license)
USD 0.43 for extended rights clearing (Kopinor's Rights Clearance Service)
Create course pack

Course pack name: STV1123 - Politikk og makt, vår 2012

Order content?
Content must be ordered for this publication.
Expect 7 days delivery time.
Content order fee is $20.62

Cancel
Yes, place order and add to course pack

Hva skjer med partiene?
by Heidar, Knut and Sagle, Jo
Publisher: Gyldendal Akademisk
Published: 2002
Edition: 1
ISBN: 8205313156
Pages: 334 pages
Language: Norwegian
File available: No

Excerpt course pack
Pages: 1-30
Name of excerpt: Chapter 1-3

Add another excerpt from this publication
Add excerpt to course pack Cancel
Create course pack

Course pack name: STV1123 - Politikk og makt, vår 2012

Course pack content

- Brochmann, Grethe; Borchgrevink, Tordis and Rogstad, Jon (2002): Sand i maskineriet (p. 27-55)
- Claes, Dag Harald and Mydske, Per Kristen (2011): Forretning eller fordeling? (p. 1-144)

No of excerpts: 3
No of pages: 258
Expected delivery date: 9/26/2011

Price per course pack: $13.88

Onetime costs
Review and place order
PUBLISHER’S SIDE
Please do not reply via e-mail. Please use link in the text below to respond.

Kopinor has the following request for rights clearing:

Excerpt: pp. 1 - 144
Market: HE (:bolk)
Institution: University of Oslo
Course code: STV1123
Course name: Politikk og makt
Name of course pack: Politikk og makt - kompendium for STV1123, våren 2012
Term: 2
Deadline: 17.12.2011
Suggested price per page: $0.17


For questions, please contact Kopinor on www.kopinor.no
Request for rights clearing: Use in course pack

<table>
<thead>
<tr>
<th>Publication title</th>
<th>Forretning eller fordeling?</th>
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<tr>
<td>ISBN</td>
<td>9788215014142</td>
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<tr>
<td>Excerpt</td>
<td>Pages 1-144 (57 %)</td>
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<tr>
<td>Estimated no of students</td>
<td>30</td>
</tr>
<tr>
<td>Market</td>
<td>Norwegian higher education (:bolk - digital course packs)</td>
</tr>
<tr>
<td>Institution</td>
<td>University of Oslo</td>
</tr>
<tr>
<td>Course</td>
<td>Politikk og makt</td>
</tr>
<tr>
<td>Name of course pack</td>
<td>STV1123 - Politikk og makt, vår 2012</td>
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<tr>
<td>Term</td>
<td>Spring 2012</td>
</tr>
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**Suggested price**: USD 0.17 per page

- Reject request
- Allow for all course packs
- Allow for this course pack only

cleared by Kopinor
## Rights management

### Mandates

<table>
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<tr>
<th>Ref. no</th>
<th>Name of mandate</th>
<th>Market</th>
<th>Status</th>
<th>Edit</th>
<th>Delete</th>
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<tbody>
<tr>
<td>212</td>
<td>Dewey group Statistics: General statistics of Europe</td>
<td>HE (:bolk)</td>
<td>Active</td>
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### Certificates

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<tr>
<td>422</td>
<td>Claes, Dag Harald and Mydske, Per Kristen (2011): Forretnings eller fordeling? (p. 1 - 144)</td>
<td>University of Oslo</td>
</tr>
</tbody>
</table>
Please do not reply via e-mail. Please use link in the text below to respond.

Kopinor has the following request for content file:

Publication: Hva skjer med partiene?
Publisher: Gyldendal Akademisk
Published: 2002
Edition: 1
ISBN: 82-05-31315-6
Pages: 334
Language: Norwegian
Deadline: 15.12.2011

Respond to request: http://www.kopinor.no/publishertools/respond-SO3/heidar_82-05-31315-6

For questions, please contact Kopinor on www.kopinor.no
Request for digital content

Kopinor wishes to acquire digital content for the following publication for use in digital course packs in the HE sector (.bolk).

Hva skjer med partiene?

Author: Heidar, Saglie
Publisher: Gyldendal Akademiske
Published: 2002
Edition: 1
ISBN: 8205313156
Pages: 334
Language: Norwegian

Hva_skjer_med_partiene_8205313156.pdf
Thank you for uploading the content!

Hva skjer med partiene?

Author: Heidar, Saglie
Publisher: Gyldendal akademiske
Published: 2002
Edition: 1
ISBN: 8205313156
Pages: 334
Language: Norwegian
BACK TO NIGEL BROWN...
Kopinor has secured rights clearing for the following excerpt:

Excerpt: pp. 1 - 144
Market: HE (:bolk)
Institution: University of Oslo
Course code: STV1123
Course name: Politikk og makt
Name of course pack: Politikk og makt - kompendium for STV1123, våren 2012
Term: 1
Price per page: $0.17

Please log in to review course pack and place order:
http://www.bolk.no/coursepacks/STV1123_2_2012_uio

For questions, please contact Kopinor on www.kopinor.no
Course details:
- Name of course pack: STV1123 - Politikk og makt, vår 2012
- Course code: STV1123 - Politikk og makt
- Lecturer: Nigel Brown
- Term: Spring 2012

Contents:
- Brochmann, Grethe; Borchgrevink, Tordis and Rogstad, Jon (2002): Sand i maskineriet (p. 27-55)
- Claæs, Dag Harald and Mydske, Per Kristen (2011): Forretning eller fordeling? (p. 1-144)

Attempts:
- No of excerpts: 3
- No of pages: 258

Delivery and prices:
- Estimated no of students: 30

Note: At end of term, the number of students will automatically be audited against the national student database.
## Course details

- **Name of course pack:** STV123 - Politikk og maktt, vår 2012
- **Course code:** STV123 - Politikk og maktt
- **Lecturer:** Nigel Brown
- **Term:** Spring 2012

## Contents

- Brochmann, Grethe, Borghervik, Torek and Rognstad, Jon (2002). Sæl i maskineriet (p. 27-56)

- **No. of excerpts:** 3
- **No. of pages:** 255

[Preview course pack]

## Delivery and prices

<table>
<thead>
<tr>
<th>Option</th>
<th>Number</th>
<th>Price per student</th>
<th>Sum</th>
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<tbody>
<tr>
<td>Delivery as digital course pack (learning system)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Complete course pack in one file</td>
<td></td>
<td>38.49 USD</td>
<td>1158.90 USD</td>
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<td>- One file per excerpt</td>
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<tr>
<td><strong>Delivery as printed course pack</strong></td>
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<tr>
<td>Delivery to Akademika Blindern</td>
<td></td>
<td>8.59 USD</td>
<td>85.92 USD</td>
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<tr>
<td>Snoeiven 29</td>
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<td>0313 Oslo</td>
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<tr>
<td><strong>Special order fee:</strong></td>
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<td>- Clearing for use:</td>
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</table>

I accept the terms and conditions

[Place order]

At the end of term, the number of students will automatically be audited against the national student database.
Delivery as digital course pack (learning system)

- Complete course pack in one file
- One file per excerpt

Number: 30
Price per student: 38.49 USD
Total sum: 1185.90 USD

Delivery as printed course pack

Delivery to
Akademika Blindern
Snoeien 29
0313 Oslo

Number: 10
Printing costs per course pack: 8.59 USD
Total: 85.92 USD

Special order fee:
- Clearing for use: 30.07 USD
- File: 20.62 USD

Total sum: 1295.51 USD

Estimated delivery date: 03. January 2012

I accept the terms and conditions
Place order
Order confirmation

Name of course pack: STV1123 - Politikk og makt, vår 2012
Number of course packs: 10
Delivery to: Lysaker Torg 45, 1327 Lysaker
Delivery date: Thursday, March 15, 2012
Price per course pack: $2.77
Total sum: $42.18

This confirmation has also been sent to Nigel.Brown@ulo.no

Share the course pack?

Do you want other lecturers to see and use this course pack?

- [ ] No
- [x] Yes, share only table of contents
- [ ] Yes, share the course pack with other lecturers

OK

Share table of contents on:

Share on twitter
Share on Facebook
Development of system

• 09/2009 – Preparing system specifications and finding system developer
• 07/2010 – Contract with IT company
• 02/2011 – Development problems
• 04/2011 – Revised contract
• 12/2011 – New legal discussions with contractor
• 03/2012 – Delivery postponed
• 07/2012 – Revised contract
• 03/2013 – Delivery ready for pilot
• 05/2013 – Launch of pilot
• 11/2013 – Full launch of system
Next year’s IFRRO meetings – report?
Thank you for your attention!