

## **Launch of ARROW: A project to improve the exploitation of creative content**

The ARROW consortium of 16 partners and the European Commission have just signed the contract for the launch of the Accessible Registries of Rights Information and Orphan Works for Europeana (ARROW) project. The project involves a broad range of European national libraries, publishers and collective management organisations and aims to support the EC's i2010 Digital Library Project by finding ways to clarify the rights status of orphan and out of print works. The project also seeks to enhance the interoperability of rights information between rightholders, agents, libraries and users. This may involve the establishment of systems for the exchange of rights data, the creation of a registry of orphan works and a network of rights clearance centres. Key to achieving this objective is interoperability, standards deployment and stakeholder involvement. The project will last for two and a half years and also includes IFRRO members FEP, CLA, CopyDan, ALCS, Kopinor, CEDRO, CFC, SNE and Kopiosto. Piero Attanasio of Associazione Italiana Editori (AIE) is the Project Co-ordinator.

## **Content sector common submission on the Green Paper on Copyright in the Knowledge Economy**

Key organisations representing rightsholders in all creative disciplines have joined together to issue a [common statement](#) on the European Commission's Knowledge Economy Green paper. IFRRO has also made its [own statement](#) on the Green Paper. The common statement reiterates the view that the present legislative framework does not need enhancement and calls upon the Commission to focus on how best to create a genuine knowledge economy whereby financial investments in the content business are effectively safeguarded and rewarded. The agreement was signed by Reed Elsevier EPC, IVF, FIAD, FIAPF, FEP, CEPI, MPA, ENPA, FAEP, Time Warner, Disney, ACT, Bertelsman, Eurocinema, Eurocopya, GIART, ICMP, IFPI, Lagardere, Mediaset, Sony Pictures, UNI-MEI, IFRRO.

## **Google: Notification programme and settlement**

The Notification programme in relation to the Google settlement has just been launched by Kinsella/Novak. The Google settlement involves two key elements: (i) the

settlement itself including rights and obligations; (ii) notification of the authors, publishers and other rightholders of their rights under the settlement. IFRRO is involved with the programme to notify rightholders without making any judgement on the settlement itself. However, it is in the interest of IFRRO and its membership that the rightholders they represent have sufficient information at the right time to take the necessary actions. RROs can assist in enabling this.

## **WIPO/SCCR: Needs of the visually impaired need special attention**

At its 17<sup>th</sup> session in Geneva, the WIPO Standing Committee on Copyright and related Rights (SCCR) acknowledged the special needs of visually impaired persons. It proposed a questionnaire to analyze their requirements in terms of limitations and exceptions, and also the possible establishment of a stakeholders' platform at WIPO. The questionnaire will focus on educational activities, activities of libraries and archives, provisions for disabled persons, and digital technology in the field of copyright. The next session of the SCCR and the information session will take place in the week of May 25 to 29, 2009.

## **ARIPO-IFRRO-WIPO training Namibia**

Participants from six Southern African countries, Kenya, Namibia, Uganda, Tanzania, Zambia and Zimbabwe came together in the second ARIPO-IFRRO-WIPO training in Windhoek in November. The aim was to share operational experiences and tips on how to tackle the region's challenges. This was the first time that all stakeholders including rightholders, libraries and government bodies had come together to try to build up a positive environment in which RROs can operate. In particular it was heartening to see a shift in emphasis in ARIPO from Industrial to Intellectual property. IFRRO was represented by James Boyd and the IFRRO resource team was led by Tarja Koskinen-Olsson.

## **IFRRO supports Traditional Knowledge and empowerment of creative sector in LDCs**

At its AGM, IFRRO adopted a statement on [Traditional Knowledge \(TK\) and Traditional Cultural Expressions \(TCE\)](#) committing IFRRO to assisting communities in developing frameworks furthering cultural and academic progress and stimulating incentives for investing in cultural and creative industries. IFRRO also issued a

[Recommendation for the Empowerment of the Creative Sector in Development Countries and Territories.](#) It called on governments, particularly in those countries listed as Eligible Development Countries and Territories (EDTCs), to include respect for copyright and creativity in their development goals. At the same time it asked the IFRRO members to examine whether and how to grant preferential access to their own repertoire when entering into agreements with Reproduction Rights Organisations (RROs) situated in EDTCs.

### **IFRRO Expresses interest in ISNI**

The IFRRO Board authorised a tentative expression of interest on behalf of IFRRO becoming involved in the management of the forthcoming International Standard Name Identifier (ISNI). ISNI is a draft ISO Standard (ISO 27729) to identify the identities used publicly by parties involved throughout the media content industries in the creation, production, management, and content distribution chains. Like other identifier standards it needs an international management agency. IFRRO, which is currently involved in the ISTC International Agency, has given a no-commitment initial positive response to a call for expressions of interest.

### **CAL announces over \$100m in revenue for second consecutive year**

Rights management organisation, Copyright Agency Limited (CAL) has announced, at its AGM, licensing revenue of \$107m alongside payments of more than \$90m to copyright owners. The results for the 2007-08 financial year were complemented by improved performance across core business areas and a record 1,500 new members. CAL surveyed 581 licensed institutions in 2007-08, processing more than 12 million records relating to the use of copyright works. It is estimated that in the last year over two billion pages were copied, with more than one billion used by schools. A continued focus on the commercial licensing sector delivered more than \$11m in commercial licence fees – an 11% increase from the previous year.

### **CeMPRO extend anti-piracy actions**

CeMPRO have extended their anti-piracy activities with a police action against piracy in a copy centre in the Guadalajara University surroundings. The local authorities confiscated two print and photocopying machines and four computers that were used to store illegal copies of protected

texts. They also confiscated printed material that was ready to sell. The police action took place after CeMPRO initiated the corresponding legal procedure. As a result of the legal action, two people were detained, who were caught making photocopies of protected material.. Illegal digital files of university textbooks were also found at the scene.

### **CCC Launches Ozmo to Help Photographers, Bloggers and other Artists License Content for Commercial Use**

Copyright Clearance Center, has just announced the beta launch of Ozmo ([www.ozmo.com](http://www.ozmo.com)), a web-based service that makes it easy for independent content creators to license the use of their work for commercial purposes and for content users to tap into the wealth of user-generated content found online. Ozmo was created in response to a market need for a comprehensive solution to license user-generated content for commercial use. Executive Director Eugene Mopsik of IFRRO Associate Member, ASMP, welcomed it, observing, "OZMO's contributors and their customers will benefit from an e-commerce system based upon industry standards that simplify the licensing process and ensure a precise mutual understanding of the rights associated with every image."

### **UK Publishers work together to provide streamlined, access for assessors to Research articles**

The Publishers Licensing Society (PLS) has helped publishers simplify access, by UK higher education institutions (HEIs), to articles submitted as part of the UK Government assessment of research output. It was necessary to provide online access for 1100 assessors to over 150,000 journal articles without authentication barriers or licence. PLS came up with a solution based on the Digital Object Identifier (DOIs) of the selected journal articles. The assessors then linked through to the journal article on the publisher site using the CrossRef database. Finally PLS, which represents publishers' collective licensing interests, brokered a deal to allow fee-waivers and direct access to publisher content and co-ordinated the project on behalf of around 2000 publishers. The licenses were issued by the Copyright Licensing Agency (CLA).

### **EVENTS Preview of 2009**

9-10 June 2009, World Copyright summit, Washington DC, USA.