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
  o What is impracticable individually
  o What rightholders prefer collectively

• Activities
  o Licensing
  o Collection and distribution
  o Compliance and education

• Market driven solution

• Legal access to © content
Establishing an RRO

• Incorporation
  o Rightholder initiative
  o Statutory recognition

• Mission
  o Uphold authors’ and publishers’ interests
  o Legitimate use through licensing
  o Distribution to appropriate rightholders
  o © education and promotion

• International recognition
Briefly introducing...

International Federation of Reproduction Rights Organisations

RROs

Rightholder bodies
Directing an RRO

• Rightholders elect Board
  o Policy

• Directors
  o Fiduciary Duty of Care

• Board and Executive
  o Strategy
  o Operations

• Authority to operate
  o Types of mandate/authority
  o Opt in / out
RROs in context

Music and drama

• Compare radio
  o Licensing by sector
  o Sampling/large data volumes
  o Micro payments to rightholders

• Contrast RROs
  o Rightholders ownership and control
  o Individual and collective licensing/administration
Q: Who and what?

- ENPA
- EVA
- EWC
- FAEP
- FEP
- FIPP
- FIT
- Icograda
- 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