RROs working with rightholders
Rightholders in the text and image based sphere

Authors, including:
- Writers, fiction and non-fiction
- Translators
- Journalists
- Scientists
- Composers
- Lyricists
- Visual creators e.g.
  - Photographers, graphic designers, illustrators, sculptors...

Publishers, of:
- Books
- Journals
- Magazines
- Periodicals
- Newspapers
- Music

May mandate RROs directly, or through their member organisations
Rightholders’ requirements of RROs include:

• Protect rights, support business models
• Terms and conditions of agreements
  o According to mandates
  o Subject to compliance monitoring
  o Nationally and internationally
• Data collection
  o Distribution purposes
  o Usage and strategic information
• © education activities
• Efficiency, transparency, accountability
IFRRO Code of Conduct
Governance aspects of RROs

• Rightholders govern and direct
  o Board and Chair
  o AGM
  o Statutes and Policy

• Board and Executive
  o Vision, mission, strategy and goals
  o Operational monitoring and reporting

• External controls
  o Companies Act or equivalent
  o © legislation
Benefits to rightholders...
And a question:

- Orderliness and control in © market
- Counter argument against exceptions
- © education and compliance
- Articulates with core strategy

Question:

- Worldwide fees collected by RROs:
  - 1.02 billion Euros?
  - 376 million?
  - 196 million
A: The correct figure is…

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