Adapting to user needs – the Bolk system

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Illustration for teaching

• Narrowly understood in Norway
• Exception for “performance for teaching”
• Not photocopying or “handouts”
Kopinor: Licensing of education since 1980

- 1980: Primary and secondary schools
- 1986: Universities and colleges
- Model agreements with representative organisations of users
- 100% market coverage (3400 schools, 66 HE institutions)
- Kopinor represents the rightsholders (Extended Collective License – ECL)
Digital use

• Schools: since 2008
• HE institutions: since 2009
• Internal use only (scanning, downloading, LMS, projection, e-mail etc.)

BUT in higher education:
“This permission does not, however, include digital reproduction and sharing of predefined course material such as required or recommended reading, or collections of such material.” (i.e. coursepacks)
Particularities of higher education

• Universities – academic staff and students – are high consumers of copied material
• Not so much whole books, large need for excerpts/articles
• International diversified repertoire
• Need for additional reading
The Bolk project – licensing and delivering digital coursepacks

Coursepacks – quicker, simpler, cheaper
Bolk: Business model

• Transaction based system for registering and/or ordering and compiling coursepacks
• Educational institutions as customers
• Payment for actual use for registered students
• Distribution on paper or digitally (without DRM)
Bolk: Rights and content

ECL (up to 15% of any book)
Additional via publisher contracts:

• Norwegian publishers
• 39 foreign and international publishers, including:
  Cambridge University Press
  Elsevier
  Faber & Faber
  Palgrave Macmillan
  Pearson Education
  SAGE
  Springer
  Taylor & Francis
  The MIT Press
  Wiley
  Wolters Kluwer
Bolk: Interfaces

- Users
- Administrators
- Publishers:
  Setting terms, monitoring use, market information
- Kopinor (RRO):
  Back office, monitoring, support, distribution data
Why Bolk?

- Quick ★ Easy ★ Reliable
- Meets the needs of the users
- Secures the interests of rightsholders:
  - curtailing illegal exploitation
  - control of secondary use
  - remuneration
It’s up and running – and it works!

Thank you for your attention!
www.kopinor.no – www.bolk.no