A Quick Guide on Seamless Access to Content and How RROs Help to Enable It
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Introduction

The world needs a constant supply of high quality creative content to fuel the digital economy, and society requires access to it, safely, quickly, easily, legally and cost efficiently. This means not only understanding how and when content is requested and how it can be used, but also respecting the fundamental right1 of authors to earn their living by their works, if they choose to, and of publishers to get a fair return on their investments.

All over the globe Reproduction Rights Organisations (RROs) – Collective Management Organisations in the text and image based sector – act as intermediaries between content creators and providers (rightholders) and the copyright users. They provide the most efficient market-oriented mechanism for certain specific uses that are required to enable rightholders to provide seamless access to their works.

Regardless of legislative measures, agreements with rightholders and their representatives, supported by collective rights administration, such as that provided by RROs, offer the most viable user access to intellectual property.

Only they can respond adequately to the rapidly changing needs of content users by providing access to high quality material in a dynamic, innovative and cost efficient way.

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1 Universal Declaration of Human Rights, Art 27.2: Everyone has the right to the protection of the moral and material interests resulting from any scientific, literary or artistic production of which he is the author.
Discover, Retrieve, Use and Share

Access to a work involves more than, for instance, just downloading it off the internet onto a device. The user needs to find the works they want (discovery), retrieve them, use them and share them with others.

Discovery means users being able both to find the work they want to use and, most often, also the owner of the rights to that work. In some cases retrieving a found work can be done at no cost, but often payment must be made to access it. Once the user has retrieved the found work, she or he may simply use it for their own personal needs, or may use it for teaching or other educational purposes, information or business purposes. Finally the user needs appropriate tools to find, retrieve, use, share, acquire appropriate licenses and pay for the works.

In both academic and non-academic arenas, works are shared in a variety of ways:
- The work can be photocopied for use either inside the organisation (for example, in the classroom for teaching) or outside (by a company to market their wares);
- It can be e-mailed – again both internally or externally;
- It can be posted to a website only accessible inside the academic institution or company, or to the Internet for public consumption;
- It could be stored in a database for future access; Or
- it could be used or transformed into an entirely new work, translated, or reproduced in a version accessible to the print-disabled.

What is Seamless Access?

Freely available Paid

RETRIEVE

Personnal use Classroom use Research/Collaboration

DISCOVER

Works Rightholders

ACCESS

USE

SHARE

PHOTOCOPYING EMAILING POSTING STORING REPUBLICATION

Internal External Internal External Intranet Internet

Text and Data mining Translation New Work Print-disabled version
Seamless access requires the access process to legitimate uses to be simple, fast and convenient, and to cover relevant types of uses. It should be universal and not fragmented. A user in one country should be able to access and pay for a work accessible in another country and quickly and easily to discover the terms on which the work is made available. Ease of access does not necessarily mean without cost. Above all seamless access means that there are no inappropriate barriers in this process, which again means that the correct management of data and rights is put in place.

Users such as educational institutions, companies, governments, students, teachers, researchers, managers and workers at all levels need resources for access to copyright works without unnecessary barriers, and which enable seamless access to copyright works for appropriate uses. At the same time, the publishers and authors of those works need safe and effective means of dissemination of their works and ways to control and protect against unauthorised uses and infringement of their rights. RROs play an indispensable role in enabling seamless access on those conditions and thus making copyright work – for everybody!

**Access to what?**

**Protecting copyright ensures quality in the creation of and access to new works**

Seamless access to an ever diminishing supply of bad quality material is close to worthless. A recent study of access to educational material in the UK, by consultants PwC, found that authors and publishers depend heavily on income from secondary uses for their continued production and publication of text books. The survey showed that some 25% of authors derive more than 60% of their income from secondary uses of their works. A loss of 20% of that income for authors would mean a diminution of 29% in their output, or the equivalent of 2,870 works per year only in the UK. For UK publishers, the secondary income represents an average of 12% of earnings, which equates to around 19% of their investment in new works – a significant proportion of the funds publishers use to invest in content development and the development of new digital learning resources.

**Copyright and collective management help create wealth, employment and economic growth**

A 2012 Report from studies on the economic contribution of the copyright industries using a methodology developed by the UN body WIPO has confirmed the importance of copyright-based industries (CRI) in overall economic performance. The report built on data from 30 national studies (in all continents and among both developed and developing countries) and shows that the creative industries create the wealth and knowledge that fuel the digital economy – contributing, on average, 5.4% to GDP and 5.9% to national employment.

It is to be expected that in highly developed economies, the contribution to both GDP and employment is high: 10% GDP and 8% employment in the case of Australia; 11% GDP and 8% employment in the USA. What is equally impressive however is the contribution made generally throughout the studies: for example, almost 5% of GDP and 3% employment in
Jamaica: almost 5% of GDP and 11% of employment in both Mexico and the Philippines. In Columbia the contribution from the copyright based sector is more than that of coffee and coal combined and higher also than that of oil and natural gas; in the US it equals more or less the total expenditures and investment by the federal government (defence and non-defence combined). The studies also showed there is a positive correlation between contribution to the economy from the copyright based sector and factors such as GDP per capita, competitiveness and innovation.

Within the core copyright sector, the press and literature contributes, on average, 39% of the total contributed by the copyright-based industries to GDP, which is, for instance, more than 50% more than music, theatre, opera, radio, television, motion pictures and video together; the sector represents 43% of the core copyright industries contribution to employment. So respecting and protecting copyright and strengthening collective management of rights underpins a healthy economy; it is fundamental to the knowledge-based economy and the continued creation of wealth, employment and sustainable economic growth. Two new books on the future jobscape in the internet show that power has shifted to a handful of companies, which can monopolise “big-data”, bringing with it a loss of jobs, creative works and consumer choice. Their activities are not only an abuse of the human rights of authors but also threaten the source and quality of the data on which the companies depend.

However superficially attractive the idea of free content may seem, there is a real danger of governments and society being misled into killing the goose that lays the golden eggs. The future economy is the digital economy and it depends more than anything on the creative industries that provide the content. A world that values knowledge, education and science must also ensure that it values its authors and the publishers who help them disseminate their works.

Authors and publishers ensure the continuous flow of access to creative works

The provision of easy, legal access to copyright creative works, protects and values both the users and content creators

Authors create new works that inform, educate and entertain readers. To do this authors and publishers need to be certain that they can receive an adequate economic return on their investment of time and money and this depends on the economic underpinning of creativity. Secondary licensing is a key part of this and recent reports have highlighted the potential dangers of a rush towards education and other exceptions through international treaties or national laws. Studies carried out detailing the impact on production of copyright material also demonstrate what a loss of secondary-use royalty revenue would result for authors.

Publishers continue to develop new and more accessible, including digital, publishing models. They also adapt both content and pricing to local requirements throughout the world, including providing differential pricing between developed and developing countries.

7 Jaron Lanier, "Who Owns the Future?", 2013
Al Gore, "The Future - Six Drivers of Global Change", 2013
Collective Management – key to enabling seamless access

RROs provide seamless and efficient access to copyright material from rightholders

Collective management organisations and, in the text-based arena, Reproduction Rights Organisations (RROs), are key to enabling authors and publishers to provide the innovative solutions necessary to permit seamless legal access in ways that can meet and even anticipate consumer demands. RROs represent both the authors and the publishers. Through their agreements with rightholders, they can create solutions based on market demand that can meet dynamic user needs in constantly changing environments. Most RROs are linked by bi- or multilateral agreements.

RROs operate in almost every territory and have the ability to adapt to local conditions, education systems, economic circumstances and cultures. They work in developing as well as developed countries.

RROs operate at the cross-roads of users and providers of copyright material. By using their expertise to aggregate, for relevant uses, access to works in ways that no single rightholder or group of rightholders can, they can enable truly seamless access. By listening to and understanding the changing needs of the market, RROs are able to adapt or create solutions that meet those needs. Such solutions are increasingly built on innovative technologies that provide users with access within the framework of their own workflows in a way that authors and publishers can agree to.

The benefits of collective rights management include:

- **Simplicity** – RROs give easy access to copyright material. Users are able to obtain copyright permissions from one source, the RRO, for certain forms of copying, making available and distribution, including digital uses of copyright works;
- **Flexibility** – RROs provide users with the means to go beyond unremunerated exceptions;
- **Equity** – RROs secure a healthy publishing market. They support creative industries by encouraging and protecting the creation of new works through fair payment for authors and through offering incentives for publishers to invest in new products and services;
- **Sustainability** – Intellectual property rights help a country sustain and protect its national traditions and broader culture, as well as its scientific knowledge. It is usually the local market that provides the opportunity for authors and publishers to earn a living. Securing a healthy market is a prerequisite for a sustainable and diverse national culture;
- **Speed** – Collective rights management is, for certain uses, faster and more convenient for rightholders and content users than pursuing rights from individual copyright holders;
- **Efficiency** – Collective rights management is a more efficient way for copyright holders to license their material to many different customers for certain types of usages.

RROs make copyright work for everybody

For users, collective management of rights by RROs contributes to seamless access to a broad array of content. For rightholders, this allows them to provide that access while protecting and communicating their copyright and to do so within the framework of existing inside systems and outside vendors. For third-party vendors, this allows them to meet both user and rightholder needs without having to “reinvent the wheel”.
Access for Education

The Education Market

Textbooks and other learning materials are developed within an educational publishing ecosystem. This ecosystem has three main components: Primary markets, secondary markets and copyright exceptions. Each of these components is important – but they are not equally important.

The primary market covers the initial sale of copyright material to the users and contributes most to the educational publishing ecosystem. It consists of authors and their publishers operating in a competitive, commercial environment. Their business model produces educational materials which are responsive to user needs (for both teachers and students), is self-sustaining and needs little, if any, government intervention.

The secondary market addresses subsequent reproduction of copyright works. Many uses are handled by RROs. The secondary market is best able to respond to local conditions – user needs, copying practices, domestic laws as well as deal with technological changes (opportunities as well as threats) while at the same time delivering benefits to all stakeholders in the education value chain. The secondary market complements the primary market, but it is never meant to supplant it.

The final tier of the ecosystem is exceptions. The author’s exclusive right to authorize or refuse reproduction of their works is recognised by international law in the Berne Convention, which also states that it may be subject to limitations and exceptions to meet particular user needs. However the Convention sets out the so-called 3 step test8, which dictates that such exceptions and limitations are only acceptable when they also respect the rights of the rightholder.

Sometimes there is a crossover between exceptions and the secondary market, especially in cases where the exceptions are remunerated. Exceptions are important, but unremunerated exceptions should be limited to the instances where primary and secondary markets cannot fulfill a market need efficiently and effectively.

Educational Publishing – Facilitating access

Educational publishing is the largest publishing sector accounting for 40% worldwide and as much as 70% in Latin America and 90% in Africa. In many cases it is the basis for the national publishing sector and sustains the book infrastructure in a country.

Therefore publishers are well placed to contribute to the provision of seamless access. They understand the local conditions in terms of language, curriculum and cultural context, they are locally based and they can tailor their supply to the local market by making sure that their product is affordable through differential pricing. This means that texts that are sold at a standard price in developed countries are typically made available at lower, more affordable prices in developing countries. Such a policy of adapting to market needs depends on publishers being allowed the flexibility of pricing differentially without the danger of the lower priced materials being reintroduced into their more advanced markets.

Publishers can provide the optimum model for textbook procurement. Other models, such as

8 Berne Convention 3 step test:
- Exceptions and limitations are only acceptable on condition that they:
  - concern only certain “special” (not general) cases;
  - do not conflict with normal exploitation of the work;
  - do not unreasonably prejudice the legitimate interests of the author.
centralized government procurement or government text book development, cannot provide the flexibility required to match local requirements nor the quality control to ensure high quality materials. A devolved diversity solution, managed through an open selection process, ensures greater transparency, teacher involvement in setting curriculum requirements and more efficient logistics through bookshops and publishers. Above all publishers adapt their works to local requirements both for content and pricing.

**RROs in the Education Market**

RROs provide easy access to educational content in the ways that professors and teachers want. Secondary copying markets are large reflecting the importance for teachers of access to the content they want to supplement textbook material. RROs provide the mechanism for this flexibility in a way that is sustainable and complements the efficient operation of primary markets.

RROs enhance the primary market – through the development of new business models and monetisation structures. Operating across the globe and adapting to local conditions, RROs increase the opportunities for local authors to create good works and for local publishers to invest in them. In short, RROs enable a nation to educate its population in a sustainable way – and in a way that is founded in local culture and traditions as well as providing access to the world’s newest and best material.

The ability to copy gives teachers the flexibility they want to customise material for the different needs of the students they teach and in their own ways, integrating material from textbooks, newspapers, journals and magazines together with their own material or that of their colleagues. RROs help this happen seamlessly.

**The Role of IFRRO**

IFRRO – the International Federation of Reproduction Rights Organisations – is the main international network of collective management organisations – or RROs – and authors’ and publishers’ associations in the text and image spheres. It works to protect and enable easy access to copyright material – from academic works, through newspaper articles, novels and sheet music, to photos and illustrations, in particular for large scale copying of works including digital uses. It is at the heart of rights management across the world, enabling authors and publishers to work jointly to satisfy their users (libraries, universities, colleges, schools, etc.). It fosters partnerships and dialogues between stakeholders to ensure a flexible service, responding to the varied user needs within the framework of copyright law.

In June 2013 IFRRO is made up of 141 members in 77 countries – both developed and under development.
Technical solutions facilitating seamless access to copyright works

In an increasingly digital age, efficient access to copyright works and the management of rights depend on computer to computer communication using common formats, identifiers and technical frameworks to ensure information is exchanged in a secure, reliable and speedy fashion.

Linked Content Coalition

The Linked Content Coalition (LCC), is an industry coalition of rightholder representatives (including IFRRO) and users, which has created an innovative Technical Framework to make it possible to manage and access online rights information seamlessly across all types of media and content, whether text, image, sound or audio–visual. The aim of the LCC is to produce a cross-media framework enabling businesses and individuals to manage and communicate their rights more effectively online. This is achieved through interoperability, the use of existing open standards, such as the International Standard Text Identifier (ISTC) and the International Standard Name Identifier (ISNI) and commonality in the area of rights management.

The LCC Framework includes the innovative Rights Reference Model (RRM) together with radical Best Practice Principles for using identifiers and communicating information about rights through supply chains. The RRM covers all types of media, usage and content, whether text, image, sound or audio–visual, and any business model, including free use. It will allow information held in many different formats to be converted into a common language. It is being tested in a project co-funded by the European Commission called Rights Data Integration (RDI) from May 2013. It has been welcomed by the European Commission as an important step to make cross-border license use easier and faster and is likely to provide the architecture and best practice that will underpin the UK’s new Copyright Hub.

IFRRO has been represented on the Board of LCC and several of its members have been involved as partners. IFRRO has also been active in the various Work Streams (WS) on Governance, Business/use cases, Identifiers, Messaging, and Semantic and Interface and is one of the RDI partners.

RRO identifiers and technical standards

Identifiers and technical standards are vital to enable unambiguous identification of the work and parties involved (authors, visual artists, publishers, RROs, etc.) and automated exchange of information between different parties (e.g. RROs) for agreed applications so that access can be obtained to relevant rights management data.

Identifiers – ISNI and ISTC

The International Standard Name Identifier (ISNI) is a globally recognized standard, published by ISO, for the unique identification of public identities across all fields of creative activity. Each ISNI code identifies a single well-defined individual, organisation or person. ISNIs enable RROs to facilitate reliable royalty management services across all repertoires, throughout the value chain and across international boundaries. They also ensure interoperability with data sources across multiple domains which have adopted ISNI, for example libraries and archives.

The ISNI database currently includes 6.64 million identities including creators of all kinds and supporting roles such as authors, translators, illustrators, researchers, editors, publishers, artists, composers, performers, producers, and aggregators. ISNI has been set up and is governed by a cross-sector consortium consisting of IFRRO, CISAC - International Confederation of Societies of Authors and Composers, SCAPR - Societies’ Council for the Collective Management of Performers’ Rights, CENL - Conference of European National Libraries, represented by

9 as at July 2013
How RROs contribute to seamless access – Examples

**CCC’s RightsLink, Get it Now and Workflow Integration**

Copyright Clearance Center (CCC), in the US, has developed innovative technology solutions aimed at enhancing access to rights and content in academic, corporate and government organizations. A few examples follow.

**RightsLink – a point of content digital licensing solution**

RightsLink enables copyright holders to offer automated licensing and content delivery from their own websites based on their own terms and conditions. Using the RightsLink application, rightholders simply place links on their content (whether text, image, video or audio) or on their content metadata. Users who wish to get permission to use the works click on the relevant link, and the RightsLink permissions page “pops-up”. The user chooses from the use options set by the rightholder and enters information specific to the requested use in order to get a price for the proposed transaction.

The great benefit of point-of-content services like RightsLink is that they work within the customer’s workflow. The customer sees a piece of content that they want to share, simply clicks a link beside the content, and gets what they need instantly.

Some examples of the types of transactions that RightsLink can enable include processing permissions and/or content delivery for:
- Classroom use
- Electronic posting, electronic reserve
- Email
- Republication in a dissertation
- Republication in a new book, journal, magazine, digital learning environment or other materials
- Single article sales, reprint and e-print orders
- Print-on-demand
- Open Access licensing (e.g. CC-BY, CC-BY-NC, etc.)

**ONIX Message standards**

These involve the definition of mandatory and voluntary fields for inclusion in the messages exchanged between RROs and are closely mapped to the business practices, message flows and data structure of the users. The IFRRO Board designated ONIX for RROs as the preferred message format for IFRRO members and commissioned it specifically from EDITEUR. Two messages have been developed: ONIX for Repertoire (ONIX-RP) and ONIX for Distribution (ONIX-DS). They can significantly help RROs to simplify and streamline the transfer of distribution and repertoire data between each other and to rightholders.

Bibliothèque Nationale de France and the British Library, ProQuest and OCLC – Online Computer Library Center, which hosts and manages the ISNI database.

The International Standard Text Code (ISTC) helps link the text to the different titles and editions, under which it has been published. Readers can more easily identify the book they want, publishers and librarians can manage the publications for which they are responsible and collective management organisations the rights, for which they hold mandates. ISTC, like ISNI, is a published ISO standard and is managed by an International ISTC Agency comprising, IFRRO, CISAC and Nielsen. At the time of writing there were some 200,000 ISTC records identifying textual works in more than 70 languages. ISTCs are available through Registration Agencies in the following countries: Belgium, Canada, China, France, Germany, the Netherlands, New Zealand, Poland, Russia and the United Kingdom.
RightsLink is used by many individual rightholders, and also in centralized or consortia situations in which multiple rightholders take advantage of this type of functionality regardless of whether they have their own technology staff.

Get It Now: Customer-driven, cloud-based article delivery service for academic institutions

Get It Now is a content delivery service that complements an academic library’s Interlibrary Loan (ILL) operation. It was developed in collaboration with US universities and rightholders to provide cost-effective and immediate delivery of articles from journals not subscribed to by an academic institution.

Get It Now is easy to use. It provides users with immediate access to millions of journal articles through a single centralized service. It is closely integrated in a library’s search and ILL workflows, and provides faculty, students and researchers with high quality, full color PDFs of journal articles 24 hours a day, 7 days a week. It provides the articles in just minutes instead of days or weeks as it can with traditional ILL.

If an institution has CCC’s Annual Copyright License and acquires a document via Get It Now, the Annual License expands on the Get It Now permitted uses allowing faculty, researchers, students, and staff to share copyrighted content across the institution within course materials and for scholarly communication.

Workflow Integration

CCC currently works with more than 30 partners (including content aggregators and library software vendors) to deploy licensing tools that are seamlessly integrated in the user’s workflow. Through these partnerships thousands of users look up rights information and clear permissions from CCC’s extensive database without leaving their chosen workflow applications.

One example of such a partnership is CCC’s relationship with ILLiad, a resource sharing software product developed by OCLC that automates routine interlibrary loan functions and enables library borrowing, lending and document delivery through a single interface. CCC has integrated its pay-per-use permissions service within ILLiad so librarians can quickly and easily obtain copyright permissions for ILL transactions from CCC within ILLiad. The CCC/ILLiad integration saves librarians time while enhancing the functionality of ILLiad.

CLA Initiatives in the UK

“What can I do with this Content” Icon

The Icon has been developed in the UK by The Copyright Licensing Agency (CLA) and is an industry standard copyright icon that displays key terms of use on a rightholder’s website or online publication.

(www.whatcanidowiththiscontent.com)

It has been designed to communicate copyright policy and terms in a clear and simple display and can be used to inform end users that a rightholder’s content is included in CLA licences. The icon can be configured to display copyright terms for an individual page or across a whole website and can also be tailored to a rightholder’s requirements.

The icon is available to any online content publisher – whether they have one page or many sites. It is also not necessary to be opted in to the CLA, or be a member of any representative body using the icon.

The benefits for rightholders are that it clearly communicates their copyright policy and terms to any user of online content, the icon provides an industry-standard format for displaying copyright terms on the internet, and it supports collective licensing generating revenue for rightholders by promoting CLA licences to end users. The icon can also provide a link to contact details, allowing users to request and purchase any usage permissions that are not covered under the licensing scheme.
For users it makes it easier to comply with a rightholder’s terms of use, and explains what can be copied under a CLA licence and how to get one.

**CLA Title Search App**

In early 2012, CLA launched a title search facility on its website (www.cla.co.uk/titlesearch) which enables users to check permissions by searching by title. CLA developed a mobile version, launched in November 2012.

The title search app by CLA makes it possible for copyright users to scan the International Standard code of a work to find out whether they may legally copy from it under their CLA licence.

The CLA Title Search app enables users to:
- Search by scanning the ISBN / ISSN code of a title
- Search by manually entering the title or ISBN / ISSN
- Deliver permissions for photocopying, scanning and digital reproducing extracts from millions of works
- Contact CLA via direct dial, e-mail and social media

The app is a quick and easy way for users to check whether a publication is covered by their licence and seamlessly integrates the permissions process into the workflow of licensees.

**KOPINOR’s Bolk**

The Norwegian RRO, Kopinor has undertaken the task of developing Bolk, an online course pack service for Norwegian universities and colleges. Bolk was founded to meet expectations for improved service, quality and flexibility as well as the need to meet challenges of piracy in the digital age. Historically, providing course content has been an expensive and time consuming manual process. Bolk enables online custom-made course packs that are delivered quickly and easily to the course library in the institution’s virtual learning environment. The course packs can combine private and licensed works, and can be delivered in both print or digital formats, to be uploaded on multiple devices by each student.

Since 1986 Kopinor has had licensing agreements with universities and colleges in Norway, now covering more than 230 000 students. Through the general Kopinor license the Norwegian higher educational sector has access to a pre-negotiated part (up to 15 %) of any book in the world. The Bolk service will combine the Kopinor licence with a publisher’s permission to exceed the set limit. The result will be a one-stop-shop, offering Norwegian Higher Education a new and flexible digital course pack service, with the possibility to curtail piracy, aiming to create value for all involved: rightholders, publishers and users.

As an element in the new licence to be negotiated with the Norwegian higher education during autumn 2013, the Bolk service will be launched in the spring of 2014.

**Copyright Agency, Australia – LearningField**

LearningField is an initiative developed by Copyright Agency in partnership with four of Australia’s leading educational publishers: Cambridge University Press, Wiley-Jacaranda, Oxford University Press and Pearson. LearningField brings together quality content, easy access and classroom collaboration tools to enhance the digital classroom. LearningField is currently being trialled in Australian schools for students in years 8-9 studying Maths, English, Science and History. A full commercial rollout of the product is slated for 2014.

Through LearningField, content from multiple publishers is delivered digitally via a single portal and single sign-in. Access to this content is paid for via a flat-rate, ‘all you want’ subscription model, similar to the music offering Spotify. There are no copying limits. Teachers can assign single chapters, or entire texts – whatever suits
their student needs. This is then delivered to students electronically for viewing on their PC, Mac, iPad or Android device.

The key benefits of LearningField:

• Choice and Flexibility – LearningField is available as full textbooks and by individual chapters so teachers have the freedom to choose between chapters from different textbooks. They can even choose chapters from different year levels to suit individual students needs.

• Subscription Access – Because LearningField is available on subscription, it gives teachers complete flexibility rather than needing to adopt individual textbooks.

• A single Log-in – There is no need to manage multiple log-ins to multiple sites, a single log-in is all that is needed. This makes access simple and efficient for both teachers and students.

• Select and Send – Using a one step process teachers can assign a resource to an individual student, groups of students or a whole class. They just select and their chosen resource will be sent to their student’s device – making digital fulfilment of resources quick and easy.

• Access – Teachers and students can access LearningField anywhere, anytime on a range of devices – PC, Mac, iPad and Android. At school or at home or traveling between the two, online or offline.

• Quality Content – Whether they are using an iPad or an Android, the quality content looks great and is easy to use. Teachers can take notes, highlight and share with their class. Notes can also be collated.

• Australian Curriculum – The content in LearningField is mapped to the Australian Curriculum, so teachers can refine search items by strands or sub-strands and search results provide the most relevant chapters. This saves time in finding the content teachers need quickly.

• Superior Support – Copyright Agency has developed a comprehensive support plan depending on teacher needs. Copyright Agency’s Support Manager and team can work with schools one on one to implement LearningField into their classrooms.

• Collaboration – LearningField makes it easy to bring collaboration tools into the classroom. With LearningField teachers can start discussions, make announcements and assign homework.

• Create Individual Learning Paths – With the flexibility of resources and collaboration tools combined, it makes it easier to individualise learning paths for students.

LearningField has a broad depth of content – titles from the 4 foundation publishers alone cover around 70% of the content a teacher could conceivably want. This will grow as more publishers are invited to join the initiative following the pilot.

LearningField delivers many benefits to RROs as well as publishers, teachers and students. It delivers a mechanism whereby publishers’ primary sales revenue is managed through the RRO strengthening the relationships and signalling closer working relationships as the industry attempts to reimagine its products and overhaul delivery mechanisms.

Learning Field is a viable commercial alternative to the Creative Commons and open access movements. This initiative shows just how creative and flexible publishers can be in developing new digital content and delivery mechanisms in ways that respond to radically changing market needs.

Learning field is 100% voluntary and 100% commercial. A model such as LearningField diversifies revenue streams – and instead of having a handful of very large clients, Copyright Agency now has a multitude of smaller clients with a direct relationship.

Revenues from LearningField will be distributed based on customer usage, and this usage information will be delivered to Copyright Agency in real-time, with full bibliographic records. This will make Copyright Agency’s distributions simpler, more equitable, and more efficient.
ABDR, Brazil – Pasta do Professor

Pasta do professor “Professor’s folder” is an initiative from ABDR – Associação Brasileira de Direitos Reprográficos (Brazilian Reprographic Rights Protection Association) to provide an alternative to the illegal photocopying of textbooks. It is based on the availability of split-content (chapters) with customized and on-demand printing & delivery. Providing technical reliability and continuous online availability of all reports, it offers a large choice of content from various publishers and enables a “one-stop-shop”. It has a B2B model and its success is down to the strong commitment and engagement of Brazilian universities.

Know your market

The Project started with a 2007 survey of the existing market and user habits of university graduate students. It found that only 3% of students bought two or more books during their entire academic life. The other 97% bought one or, more likely, not a single book, during the same period. The conclusion was that the 97% could not be considered as “customers” by any part of the value chain from author to distributor and bookshop.

Building a new solution

The aim was to provide what the customers are looking for by enabling them to buy only the chapters they really need and asked for, to buy them only when they need them, to find what they need already selected and sorted by the professor (in the professor’s folder) and to do all of this at reasonable prices.

To do this it was necessary to attract the maximum number of publishers and authors and to provide them with a reliable technical platform and business model. They needed to be persuaded to offer their content split in chapters and to be convinced that it was stored safely in the system’s servers, ready for digital distribution (printed and electronic). They also needed to know that they could accurately track how their content was bought by their customers. This was achieved through a single URL: www.pastadoprofessor.com.br linking professors, publishers, universities, a webhosting data centre, POS and the student.

Current output formats

Current formats include two printed versions – loose sheets (single staple) and brochures, and two electronic versions – “PDPReader” (online reading) and tablets (offline reading)

Printed versions

The loose leaf offering is essentially a B2C model that replicates the usual “copy business”, but also charges for the copyright. On the other hand, the brochure format was developed as a B2B opportunity with a new business model but using the existing meta-data and digital format content (PDF). The university sends the students’ names, data, addresses and disciplines to ABDR, which identifies which brochures are related to each discipline and adds a unique printing code. ABDR then generates a CSV file with all data needed for personalized on demand printing and sends it to the Printing Company, which adds control information and bar codes, “rips” all files for print and puts the brochures in boxes for delivery to the student.

Electronic versions

Both online and offline offerings are B2B. The offline reading (tablets) offering was launched on August 2011 as a B2B model. The same price model and almost the same workflow were used as for printed brochures. The university sends the student data to ABDR’s webservice, which identifies the relevant brochures, generates individual PDF files ready to be downloaded to tablets and passes them to the online dealer. The dealer encrypts the files and provides them to the student’s tablet.

This model makes the delivery of content much easier. Existing PDFs are used and, depending on publisher’s agreement, EPUB contents will later also be used. In addition the system uses an industry-standard DRM (ADE). Finally the technical related issues are handled by a company selected and approved by ABDR (Online dealer). So, this company is entirely responsible for the delivery of the contents to the tablets.
NLA and CFC
– eClips and Distre-Presse

In November 2012 the French RRO, CFC, launched, in a technology partnership with its UK counterpart the NLA, the Distre-Presse service, adapted from NLA’s eClips service. The CFC has been licensing digital reproduction rights to the business sector and press cutting services for ten years and the Distre-Presse initiative aims at sustaining the licensing activities in this sector by providing better quality content available in an adapted format early in the morning for press cutting agencies.

Applying the innovative eClips technology to French newspapers, magazines and other periodicals, the CFC provides standardised content to press cutting agencies for their press clipping services. The publishers’ services also allow publishers to get XML format of their publications as well as journalists to get online research access to their publications.

Distre-Presse, was launched after an extended pilot phase and now processes 19 national French titles, including Le Monde, Les Echos, Le Figaro, Le Tribune, Aujourd’hui en France, La Croix, L’Humanité, L’Equipe, L’Express, Le Point, Marianne, L’Agefi Hebdo, L’Agefi Actif, Option Finance, Funds and Le Moniteur des Travaux publics, delivering content to three French media monitoring companies and addressing several thousand users. CFC plans to extend the range of publications offered and to use more of the eClips functionality in extending new digital services.

CFC and NLA have found that, in a digitally connected world, sharing investment in this way creates better services for all users. The NLA investment in the eClips technology has created a platform for progress that benefits users, intermediaries and the content creators, which may be shared with various publishing groups to develop more international services. NLA and CFC intend to use the eClips technical platform to offer simpler access to content through international media monitoring companies as part of a wider co-operation between publishers through the FDLN Connect programs.