



Centre Français
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Licensing digital content and digital uses to education – the French perspective

Business Model Forum
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A developed publishers' offer of digital text books and digital resources

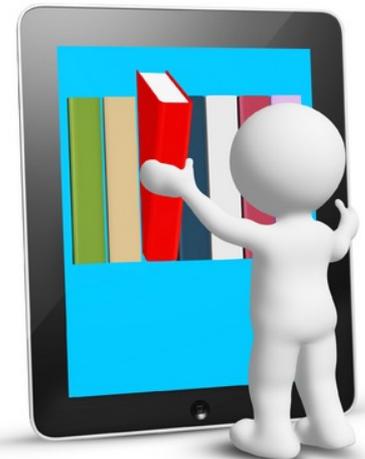
- 2000, was set the first large-scale digital teaching experiment (Cartable Numérique des Landes)
- Between 2000 and 2007, publishers implemented their digital offers by progressively making available all their textbooks both on print and digital versions, and displaying more and more interactivity.
- Since 2007, digital textbooks are massively interactive, and since 2009 all textbooks are released both print and interactive digital.
- 2014 Educational Publishers offers: more than 1200 digital interactive textbooks available, along with 5000 other digital resources, through several licences schemes
All levels & All disciplines: primary, secondary, vocational.





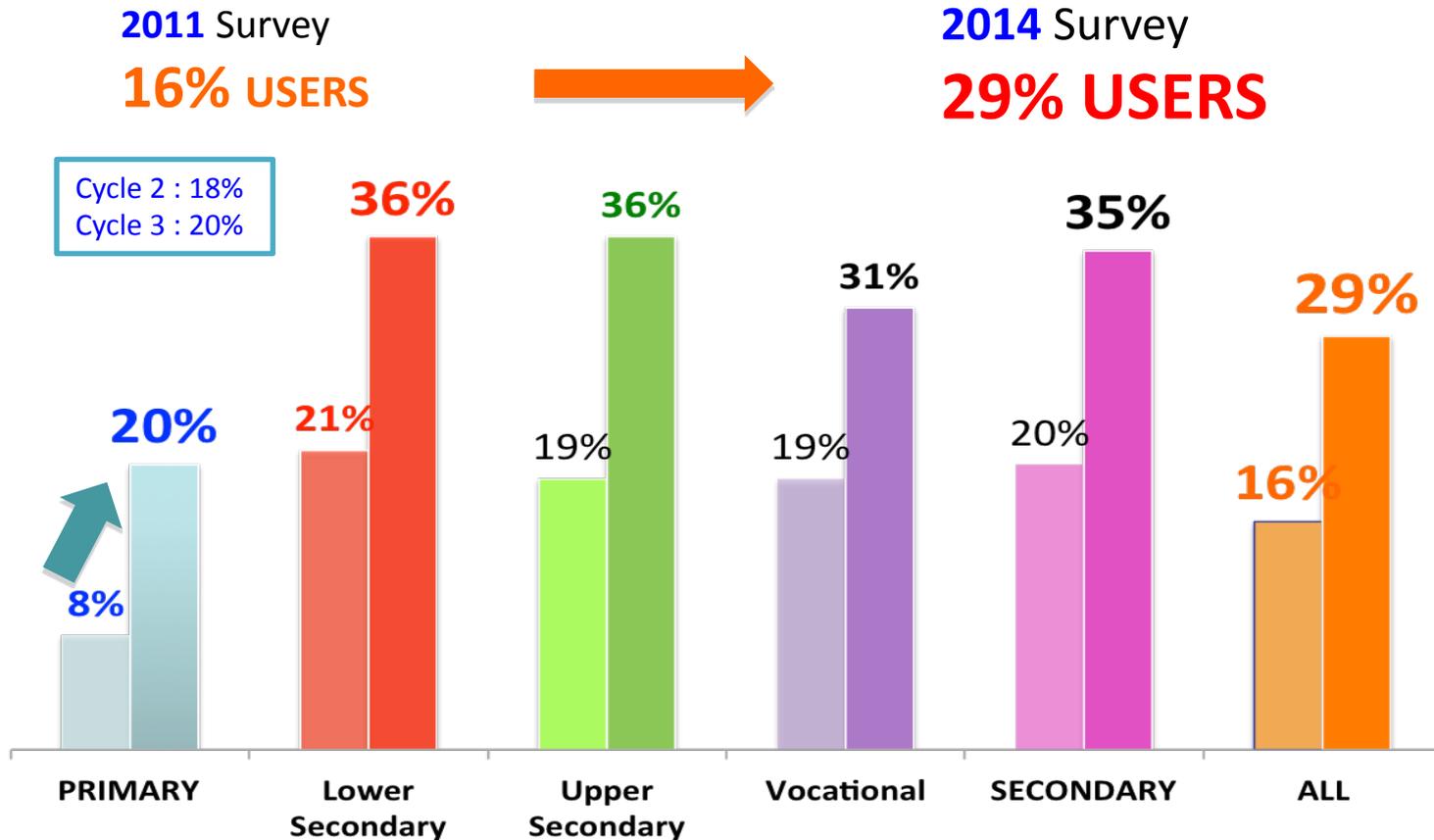
A developed publishers' offer of digital text books and digital resources

- Over the past 3 years (2011-2013) educational publishers have invested € 25 Million over pedagogical digital tools developments and R&D.
- Publishers' licenses are addressing the different needs: for classrooms, for teachers, for pupils and for parents.
- A structured, interactive offer (allowing personalization), accessible through:
 - a unique portal wizwiz <http://www.wizwiz.fr> displaying digital educational resources from more than 60 publishers
 - 2 platforms (CNS, KNE)
 - publishers websites.



digital textbooks uses doubled over the last 3 years

1 teacher out of 3 uses a digital textbook, with a faster progression on primary level



2011 SURVEY: **6183** Respondents
Digital Textbooks Users => **16%**

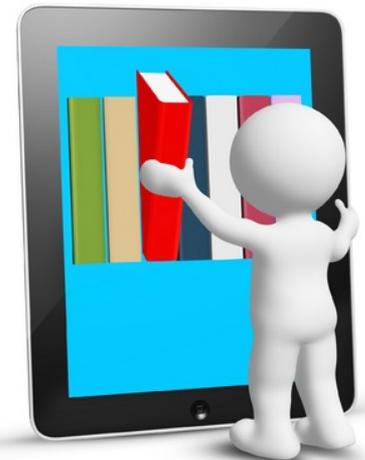
2014 SURVEY: **15 283** Respondents
Digital Textbooks Users => **29%**

Academic publisher's content licences as a service

Academic publishers developed digital content platforms and licences (not only e-books) for their consultation by students and researchers.

Ex.: Cairn.info (private sector) portal distributing humanities and social sciences e-journals and e-books.

- Authentication systems and access codes.
- Online access, including from abroad.
- Certain uses allowed by licences (« copying-pasting », printing, downloading articles, forwarding an article to a colleague, including abroad...)



CFC Reproduction licences

- Reprographic licence agreements with all educational establishments, public and private covering all level of education.
- Introduction of a legal exception for teaching and research purpose since 2006:
 - Uses of extracts of works, being printed works and born digital works) EXCEPT pedagogical works (K12 textbooks & manuals for higher education)
 - Digital uses including distance learning and in classroom representation
- Agreement signed with the Ministry of Education
 - To compensate the uses authorised under the exception
 - To authorise further uses under voluntary mandates (digital uses of text books extracts, cross border licensing...)

This contractual system offers to teachers a seamless access to works and uses, whether it is covered by the exception or granted by voluntary mandates or under compulsory collective management





Increasing digital pedagogical uses

- A surveys carried out in 2012 towards 1000 professors from 15 universities shows a fast growing and globalisation of digital uses in higher education:
 - 80% of universities professors send digital pedagogical documents to their students,
 - 72% also declare embedding copyright protected works in those documents
 - 66% are using the university virtual learning environment but also e-mails, USB keys, personal blogs or websites or other platforms.
- Reporting from secondary schools in 2012/2013 shows that 2/3 of the teachers declare digital uses of copyrights protected works extracts. In this case, digital uses represent 15% of the volume of the reproduction, 85% still being photocopies.





How to overcome hindrance to business

- Sustain a growing but still fragile market for publishers : market size remains low, digital turnover is around 1% of print turnover for K12 pedagogical digital resources
- Restore the content value chain: Lack of budget in academic libraries and the cut on acquisitions of resources since 2007 impact the academic publishers and their investments capacities in content.
- Amend and contain the pedagogical exception
 - obligation to uses legal resources
 - exclusion of legal digital offer for similar uses
- Assure a fair remuneration: remuneration stemming from pedagogical secondary uses of all publishers' books amounts to about € 21 Million, in 2014, in France, but it mainly derives from reprographic licenses (95%). The remuneration for digital uses of extracts, part of it being covered by the exception, is very low and unchanged since 2006. This remuneration currently represents 4.1% of educational publishers turnover and 1.3% of academic publishers turnover.



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Thank you

EDUCATION

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