

The Balance of rights management and technology

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Speed of Technological changes Unprecedented

- Information
 - √ dissemination in internal networks increases
 - √ increasingly available from multiple platforms/devices
- Education
 - √ Demand for HE multiplies
 - √ VLE and distance learning
 - √ Online courses increases
 - √ Lifelong learning
 - √ Content licensing
 - √ Cross-sectional, multidisciplinary learning

What can RROs do?

- Collaborate
 - ✓ Authors and Publishers and their organisations
 - ✓ Users
- Simplify and Standardise: Terms and conditions
- Services and instruments
 - ✓ VLE
 - ✓ Content
 - ✓ MOOC
 - ✓ Text and Data Mining
- What can I do with this content?
 - ✓ Learningfield; BOLK
 - ✓ CCC's MOOC licence
 - ✓ PLS and CCC
- What can I do with this content?
 - ✓ CLA's Copyright Icon and App
 - ✓ CCC's RightSphere; RightsLink
 - ✓ CEDRO's Conlicencia

RROs

Strengths and Opportunities

Strength

- RROs are
 - ✓ Rights information managers
 - ✓ One-Stop-Shop
 - ✓ Administering rights to works in education

Opportunities

RROs, authors and publishers

- ✓ collaborate in offering
- ✓ comprehensive solutions
- ✓ for easy, seamless access to published works in education

IFRRO's Contribution

Help to understand the digital future!

- Report examination
 - Monitoring
 - Compiling
 - Best practice sharing
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- Collaborate
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- Best practice sharing
 - Vision development
 - Strategy discussions

- √ MOOC
 - √ Open Access
 - √ VLE
 - √ User behaviour and needs
 - √ Other
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- √ Authors' and Publishers' org.
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- √ IFRRO Business Models Forum

Challenge, Goal and Opportunity

Make it easier
to use works
legally than illegally