

Clearing the Air about Copyright

Users need education, rights-holders need to get paid.

By Tracey L. Armstrong, Copyright Clearance Center

During your travels to and from the Frankfurt Book Fair, how will you stay informed? Your laptop? Smart phone? Maybe an iPad or similar device? Everyone wants quick access to information. In fact, content users expect not only to get information quickly, but also to share that information instantly and without hassle.

Rapidly changing technologies and the incredible popularity of digital content continue to challenge publishers and authors. Yet there is good news. There are more secondary licensing options available to rights holders than ever before, turning business challenges into significant opportunities.

Today's licensing possibilities are built around a central objective: make it so easy for content users to get the rights to share copyrighted material and they will. The reason? There is still significant confusion in the market about when copyright permission is needed to share content, particularly when that content is available for free.

Recent reports by researchers in the US and UK illustrated what many of us already suspected: copyright awareness is up, but not nearly enough. The results of a 2009 survey conducted by UK publisher FreePint showed that information managers around the world see copyright as more important today, partly due to high profile infringement cases, new laws and the rapid increase in digital content.

While that is good news, a 2010 report by research organization Outsell revealed that more than half of knowledge workers surveyed say that when they forward information, they either don't think about copyright permission or they are simply ambivalent. At least 51% still believe that if they can access content online or in print for free, they can also freely share it without the rights to do so.

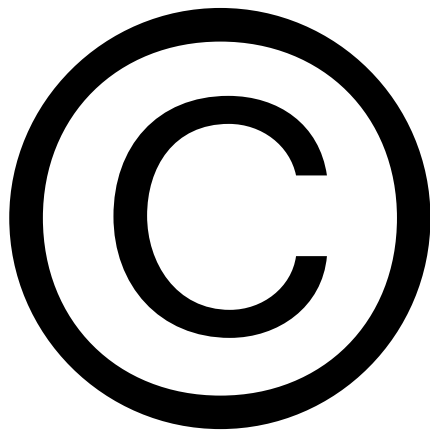
In the academic market, many college instructors and administrators have embraced the use of course management systems and electronic reserves to distribute published content to their students. As a result, they need training to better understand where copyright fits in the digital environment. Peer-to-peer (P2P) file-sharing networks are also getting some attention outside their traditional entertainment uses, as the exchange of written materials gains traction among text content users on some of these sites. In one 2009 study by the Internet Journal of Medical Informatics, nearly 5,500 journal articles were exchanged over a six-month period on a particular P2P site, costing publishers an estimated \$700,000.

While all of this data is important to consider, I want to emphasize that rights-holders are responding to these challenges with content licensing strat-

egies. In some cases, these strategies are supported by an active copyright education movement and the combination of licensing and education creates tremendous possibilities.

Customer Expectations Help to Prioritize Licensing Choices

If you are a rights-holder of text-based materials, you know a fair amount about your readers. Knowledge of your customers' content usage is critical. It can help you deliver the rights your customers need at the right time and the



right place. If possible, you try to find out where they access your material, how they share it, and how frequently. With whom do they share your content? Do they want to be able to get permissions by the chapter, article or page? Do local laws in certain countries affect the content reuse rights your customers need?

With that information in hand, selecting the right licensing model is easy. There are many licensing options available, from collective license agreements and solutions that integrate with content applications to licensing wherever your content resides. Often your best strategy is to use a combination of different solutions to address the diverse needs of the market. Again, the more seamless you make your customers' licensing experience, the more likely they will be to get permission and pay royalties for the use of your work.

Copyright Education Is a Win-Win for Rights-holders and Customers

There is another critical piece to any rights-holders' business strategy: education. In many cases, content users don't intentionally violate your copyrights. They simply don't understand their responsibilities when it comes to sharing published material. While there are programs in place to raise awareness of the importance of respect for intellectual property, rights-holders would benefit by taking a more significant role in educating customers.

At Copyright Clearance Center, we conduct educational sessions throughout the year, and we have seen firsthand how hungry content users are for

information about copyright and how it affects the ways they share information. Raising copyright awareness can be as simple as featuring a very visible, easy-to-understand statement in every book, newspaper, journal, etc., in both its paper and digital forms, that informs readers that they may need to get your permission before copying and sharing your material. It should explain to them how to go about getting permission. While these notices will not eliminate infringement, every bit of education along with a sound licensing program will definitely help you and your customers.

Tracey L. Armstrong is President and Chief Executive Officer of Copyright Clearance Center, with more than 20 years of experience in rights management. Founded in 1978 as a not-for-profit organization, CCC promotes the seamless sharing of knowledge by creating innovative licensing solutions that let academic institutions and businesses quickly get permission to use copyright-protected materials while compensating authors, publishers and other copyright holders for the use of their works. For more information, visit www.copyright.com.

Copyright Clearance Center Launches Europe Operations: RightsDirect

By Edward Nawotka

In response to rising demand for rigorous rights clearances, US-based Copyright Clearance Center (CCC) has opened a new European subsidiary. Dubbed RightsDirect, the company will offer rights clearing services that enable content sharing across multiple platforms for millions of pieces of information and images. Advisory services will also be offered to help companies manage their content licenses.

RightsDirect is located in Amsterdam and staffed by former Springer sales executive Kim Zwollo as General Manager; Spanish rights expert Victoriano Colodrón as Executive Director, Collective Licensing and Operations; and Kate Alzapiedi, formerly of Elsevier, as Business Development Director.

Further information about the new company as well as details about its services are available online at www.rightsdirect.com.

Visit the Copyright Clearance Center at the Frankfurt Book Fair in Hall 4.2 Stand M431

Fuego and Ice

By Chad W. Post



You might be surprised to learn that Sunday's Guest of Honor handover ceremony will emphasize the literary threads uniting Iceland and Argentina—most of which revolve around Jorge Luis Borges.

This actually does make some sense. First, Borges's last major translation was of Icelander Snorri Sturluson's Prose Edda, which was written in the early thirteenth century when Icelandic was quite similar to Old Anglo-Saxon.

Following another thread, that of language (which is natural when talking about Borges), we find engraved on Borges's tombstone is "and ne forhtedon ná" from the Old English poem "The Battle of Maldon."

And speaking of love (which is only natural when talking about Iceland?), Borges allegedly became lovers with his personal assistant María Kodama while visiting Iceland shortly after the dissolution of his marriage.

These are the threads that interest me . . . It's clichéd to point out how literature and great authors can transcend borders and bring people together, but it's actually true. Walking through the halls today, I ran into no fewer than four publishers who all "won" the Nobel Prize along with Mario Vargas Llosa today.

Art creates a space for a shared world. And to draw this out a bit more, art and culture are really all about creating connections between people—for which the Book Fair is a perfect setting. Information about a hot young author can spread from one person to the rest of the world. Sure, there's e-mail, there's the Internet, but in addition to the truism that face-to-face communication is a billion times richer than any text message, this is the only time of the year when you can stand in the center of the Frankfurter Hof and be introduced to a publisher from 5,000 miles away who also publishes one of your authors, and who then introduces you to an agent that represents an author you should be publishing.

And suddenly an Icelandic author is being translated into Chinese, connecting two groups of readers and writers living in wildly different circumstances.

In a way, this was our goal with Publishing Perspectives—the show dailies and the free daily e-newsletter. We wanted to provide you with interesting info from around the world that would help you make new connections, be it in terms of new ideas, new ventures, or new people.

We hope you enjoyed all three issues and will continue to read us throughout the rest of the year. We look forward to seeing you at next year's fair. •