

# The Marrakesh Treaty Rightholders' Perspectives

*Caroline Morgan, CEO of IFRRO*

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## Topics

- **IFRRO** - collective management in the print and image sector
- **RROs** – their role and function
- **The Marrakesh Treaty** – rightholders' perspective

# The Publishing Industry

## Cultural value

- Source of national identity
- Fiction, non fiction, science, educational textbooks, poetry, artworks drawings, photographs...

## Economic value

- Incentive to create and publish
- Textbooks often support the national publishing industry



# Copyright, Copying and Publishing

- Text and images are widely copied in the education, library, corporate and government sectors
- A strong copyright framework and efficient licensing means greater investment in creating new content and growth in the local publishing industry
- Collective licensing is a key component of a resilient and flexible publishing sector

# IFRRO's Representation

- 94 RRO members in 83 countries, in all legal systems, all continents and all stages of development
- 52 national and international creator and publisher associations



## IFRRO's Mission



- Communicate the value of copyright and the contribution of the creative sector, particularly the publishing sector
- Share information about new business approaches and examples of best practice
- Establish and build collective management organisations (RROs) around the world

# IFRRO Objectives

- **Understand the digital future**
  - Work towards a shared understanding of the challenges and opportunities
  - Understand the impact of digital developments
- **Encourage RRO business approaches**
  - Assist stakeholders develop easy access solutions
  - Develop a shared understanding of the role of RROs in the digital environment

## **Communication and information**

- Defend the principles of copyright
- Communicate why RROs are important

# IFRRO Activities

- **Network:** exchange of views on best practice, new activities, national and regional developments, technical developments
- **Education and Awareness:** seminars, workshops, publications
- **Technical Assistance:** sample agreements, governance, training, tools
- **Development:** mentoring, advice, funding, regional committees






# Collective Management

- Individual licensing when **one to one** or **one to many**
- Collective management when **many to many** and individual licensing is
  - Impossible - orphan works
  - Impracticable - multiple copying, mass digitisation

RROs **Complement** individual licensing

**Make Copyright Work!**

# How do RROs work?

- 
- A watercolor palette with various colors and several brushes are shown on a wooden surface. The palette is white and contains many small wells of paint in various colors including red, orange, yellow, green, blue, purple, and pink. The brushes are of different sizes and colors, including black, brown, and orange.
- Represent publishers, authors and illustrators
  - Offer licences to customers for copying of print and artistic works, within limits
  - Collect fees for copying
  - Collect data about usage of copyright material
  - Distribute these fees to authors, publishers and illustrators

# RRO Licences

## **Licences authorise access:**

- usually only to portions of works
- Digital and hard copy usage
- for internal, personal or educational use
- generally not for sale

**Balance:** Not to substitute for or eliminate the primary market for published works such as books and journals

# Marrakesh Treaty

- Exceptional
- Access Treaty
- Individual country to decide whether the exception shall be
  - subject to remuneration
  - taking account of commercial availability
- Confirms the role of
  - Authorised Entities - **AE**
  - Stakeholder developed services - **ABC**

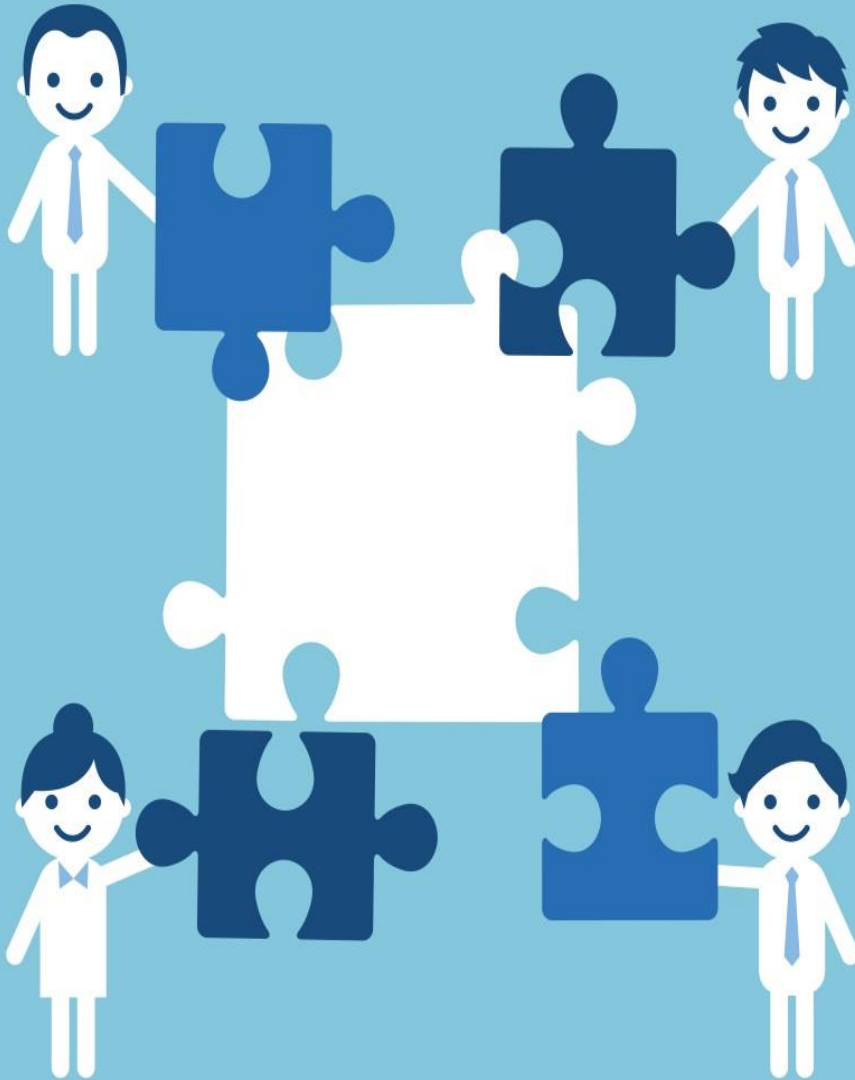
# IFRRO and Marrakesh Treaty

- Strongly supported by IFRRO and its members
- **Purpose:** to facilitate access to copyright works by people who are blind, print disabled
- **Key Elements:**
  - preserves rightholders' legitimate interests
  - Ensures user access to published works
  - References the three step test
  - Allows statutory licences to continue
- IFRRO active participant in Accessible Books Consortia ( **ABC** )

# Publishers Perspective

- Support the Treaty, and communicate this to its members, encouraging them to engage with AE in their countries
- Message to members is this is a business opportunity to develop new markets in accessible publishing
- Resource, and guide available at:  
[https://www.internationalpublishers.org/images/Accessibility/IPA Guide to the Marrakesh Treaty.pdf](https://www.internationalpublishers.org/images/Accessibility/IPA_Guide_to_the_Marrakesh_Treaty.pdf)

# RROs – Assist in Providing Access



- **Collective rights management facilitate rights clearance**
  - RRO provides ‘repertoire’ rights
  - RRO assists in Permission Clearance
  - RRO provide contact details

# Accessible Books Consortia

- **Purpose:** enhance access to books in accessible format, and to contribute to the implementation of the Marrakesh Treaty
- **Activities:** ABC activities focus on:
  - The development and operation of the ABC Global Book Service, including the database with books in accessible format
  - Capacity building
  - Inclusive publishing



# Marrakesh Treaty –IFRRO

## Activities in 2017/18

- Further develop the dedicated web page on the IFRRO website on issues relevant to persons who are blind, visually impaired, or otherwise print disabled, including a presentation of the ABC and its activities
- Develop a short manual directed towards RROs on how they can assist authors and publishers to facilitate access to and use of works in accessible formats
- Discuss visually impaired issues at the IFRRO Regional Committee meetings
- Work towards assisting publishers and / or authors in clearing rights for the inclusion of works in the ABC Book Service through a blanket licensing approach

International  
Federation of  
Reproduction  
Rights  
Organisations



# In Conclusion

# WIPO Marrakesh Treaty Blind and Print Disabled Persons

## **Purpose**

## **Facilitate Access**

- To Copyright works
- For Persons who are
  - Blind
  - Visually impaired
  - Otherwise Print disabled

## **Characteristics**

- ✓ Exceptional
- ✓ Access Treaty
- ✓ Confirms need for AE

## **IFRRO & RROs**

- ✓ Assist providing access
- ✓ Participate in ABC

# Questions and Discussion

[caroline.morgan@ifrro.org](mailto:caroline.morgan@ifrro.org)

