

Extended Collective Licensing

Why Libraries Care, and Why You Should Also

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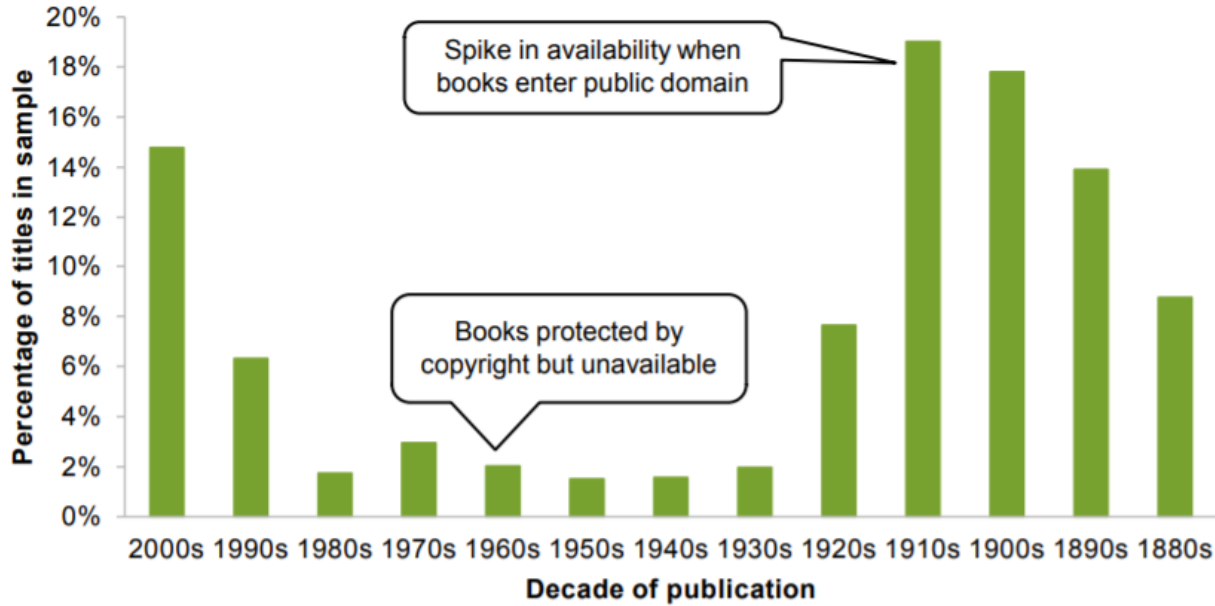


**Pretty
well
everyone**

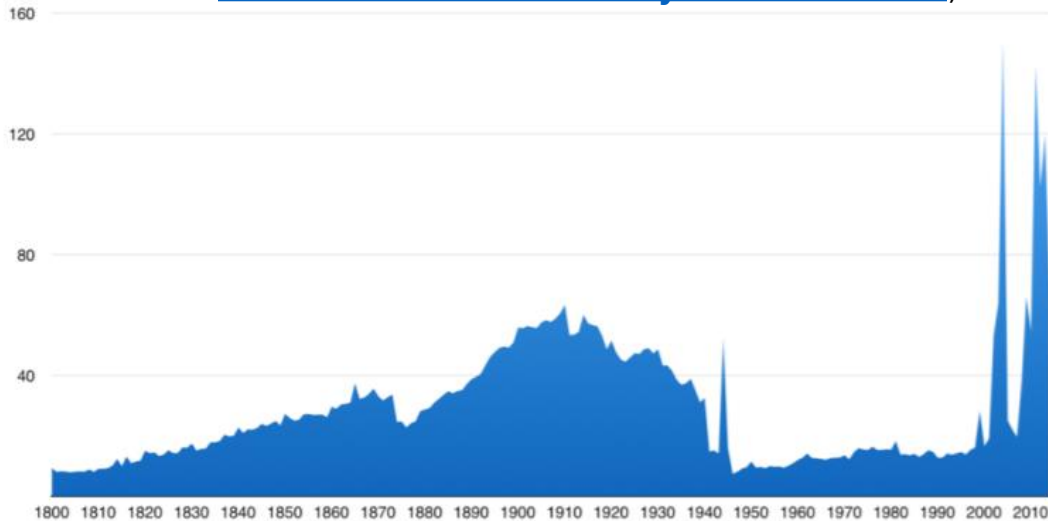
**Articles
11 and 13**

**Articles
7-9**

**Credit to Paul
Keller for the idea**



[Australian Productivity Commission, 2016](#)



X-axis = year Y-axis = thousands of works

Average Commercial Life Expectancy:

Music: 2 - 5 Years

Artistic Works: 2 Years

Film: 3.3 - 6 Years

Literary Works: 1.4 - 5 Years

[Australian Productivity Commission, 2016](#)

Wow

Much extended

Total collective

Well royalties

So licensing

Rightly
answer?



A golden ring with intricate scrollwork, set against a background of parchment with faint text.

One Licence

To rule them all

Extended Collective Management requires...

- Culture of **effective collective management**
- High levels of **representativeness**
- Respect for **open licences**, non-commercial works
- Meaningful licences for **cultural heritage institutions**
- Possibilities to **opt out** (for CHIs and creators)
- and that collective management organisations **exist!**

1. Do collective management organisations exist in all **countries** and **categories** of works?

2. Are they currently offering licences that respond to the **needs of cultural heritage institutions**?

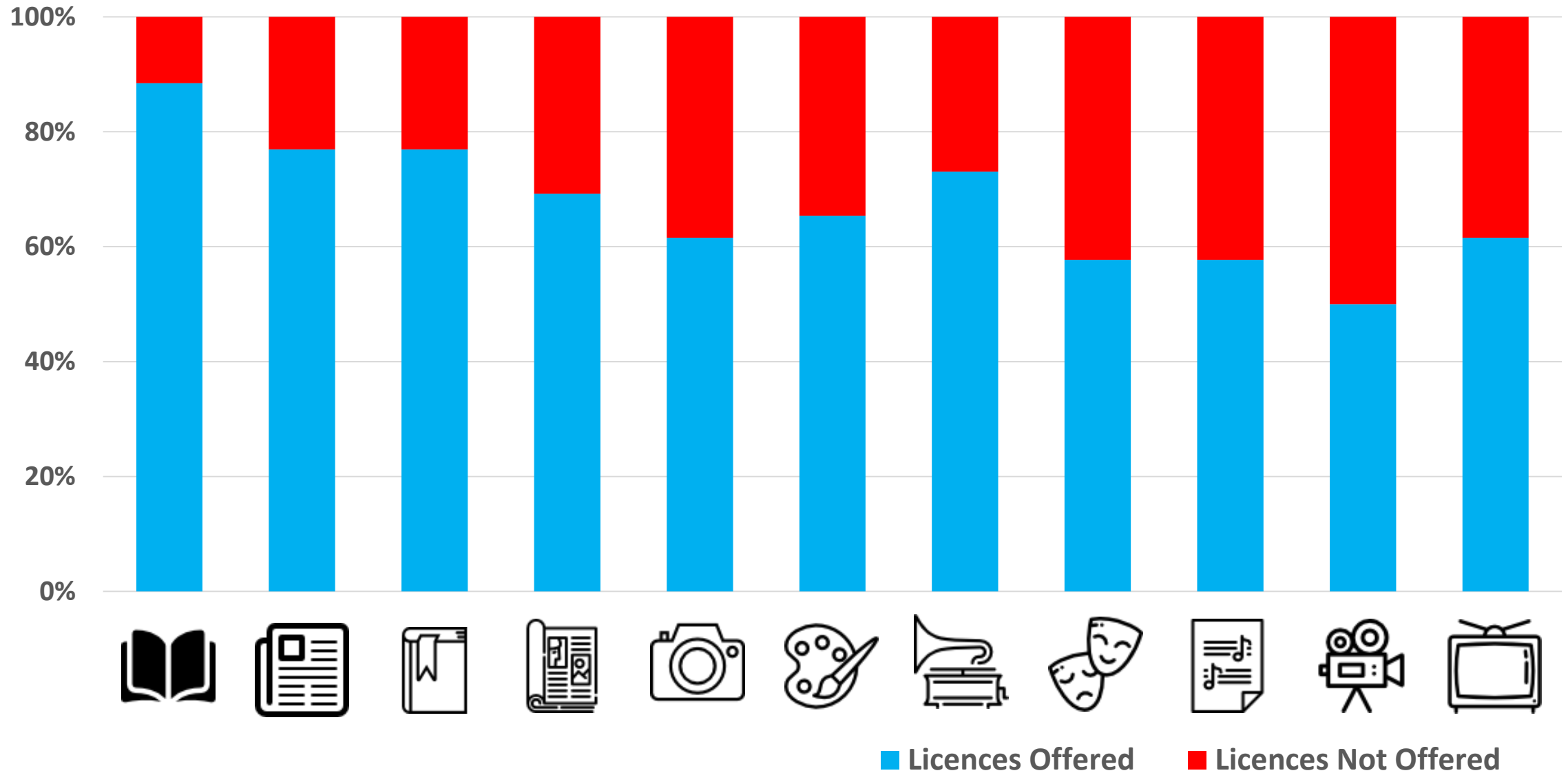
Methodology:

Inventory of Collective Management Organisations in Europe (with Europeana)

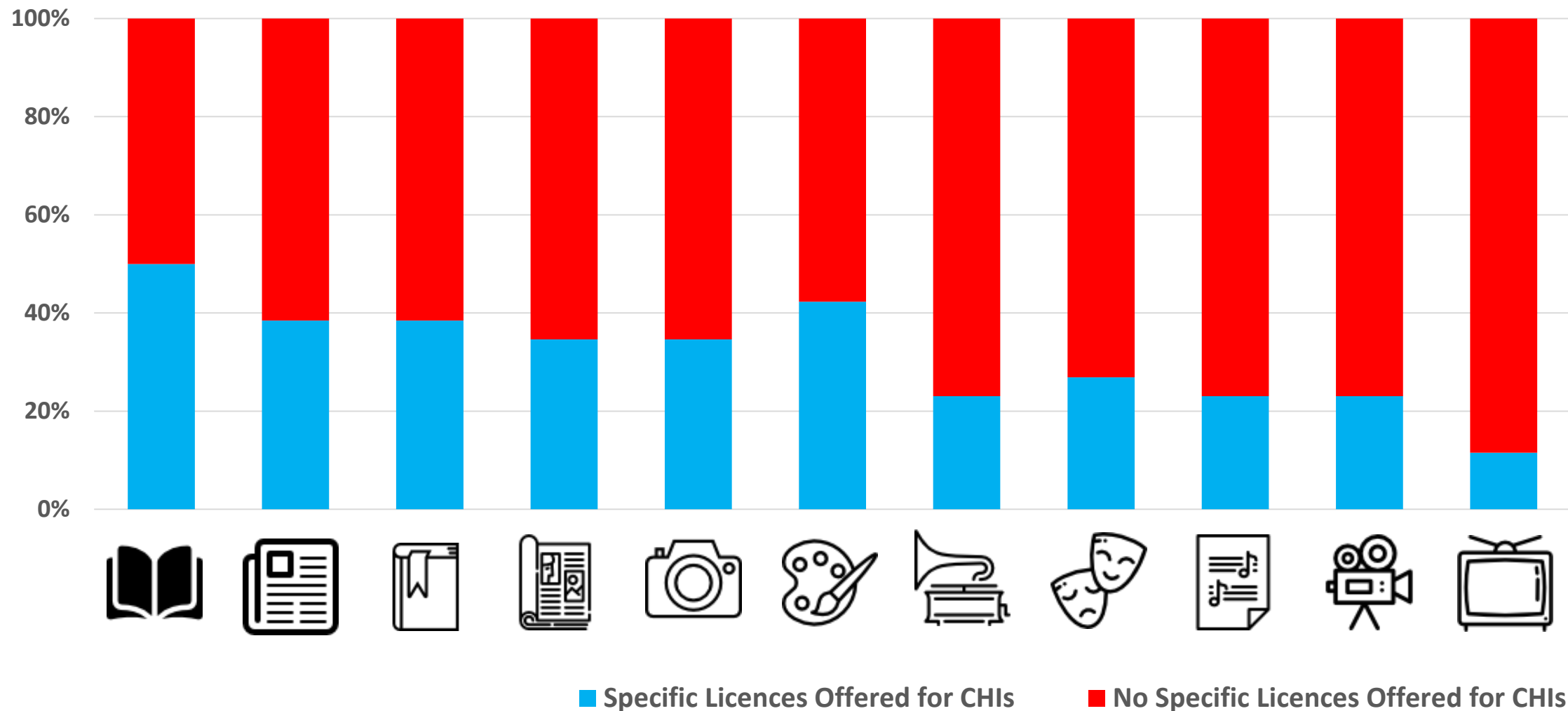
Survey of library contacts across Europe and beyond

Checking of data (ongoing)

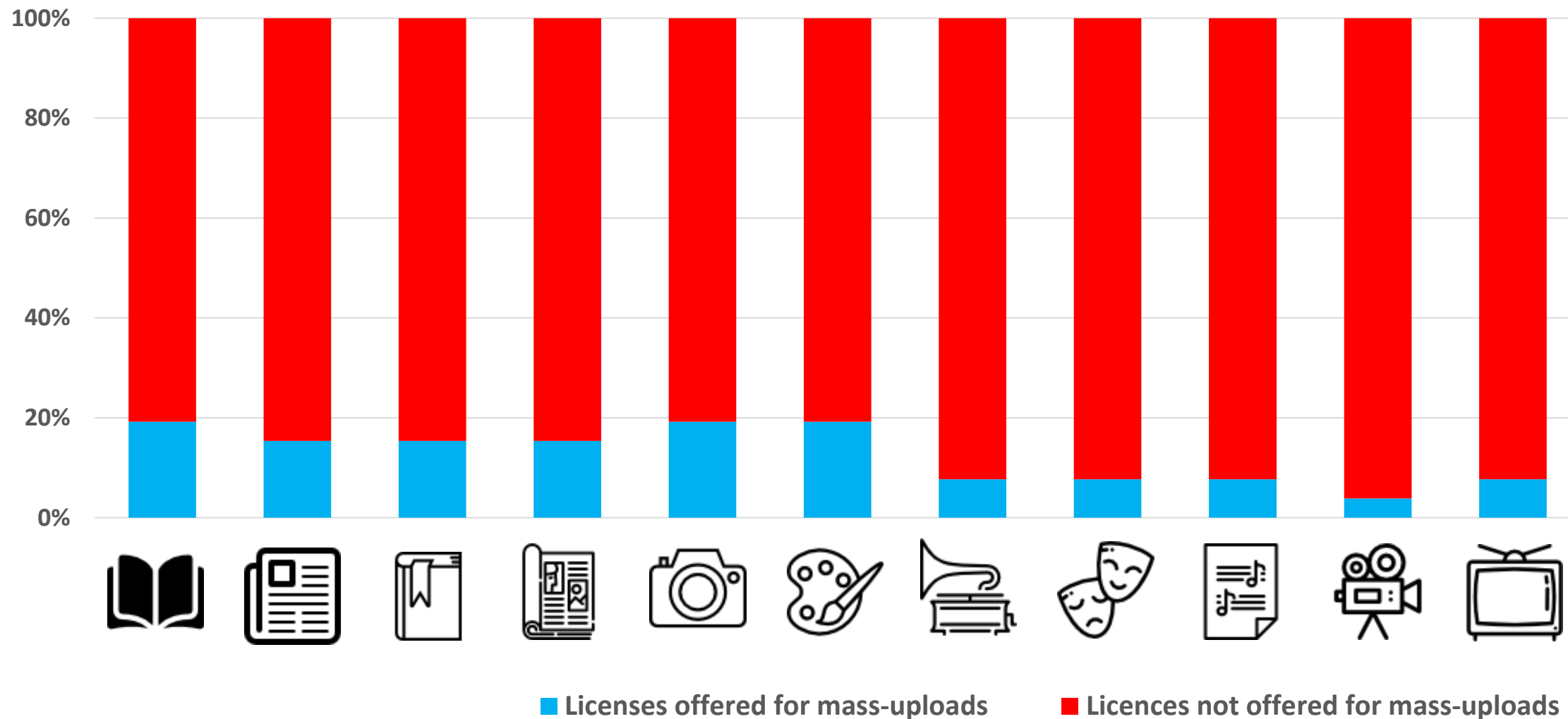
Are licences on offer at all?



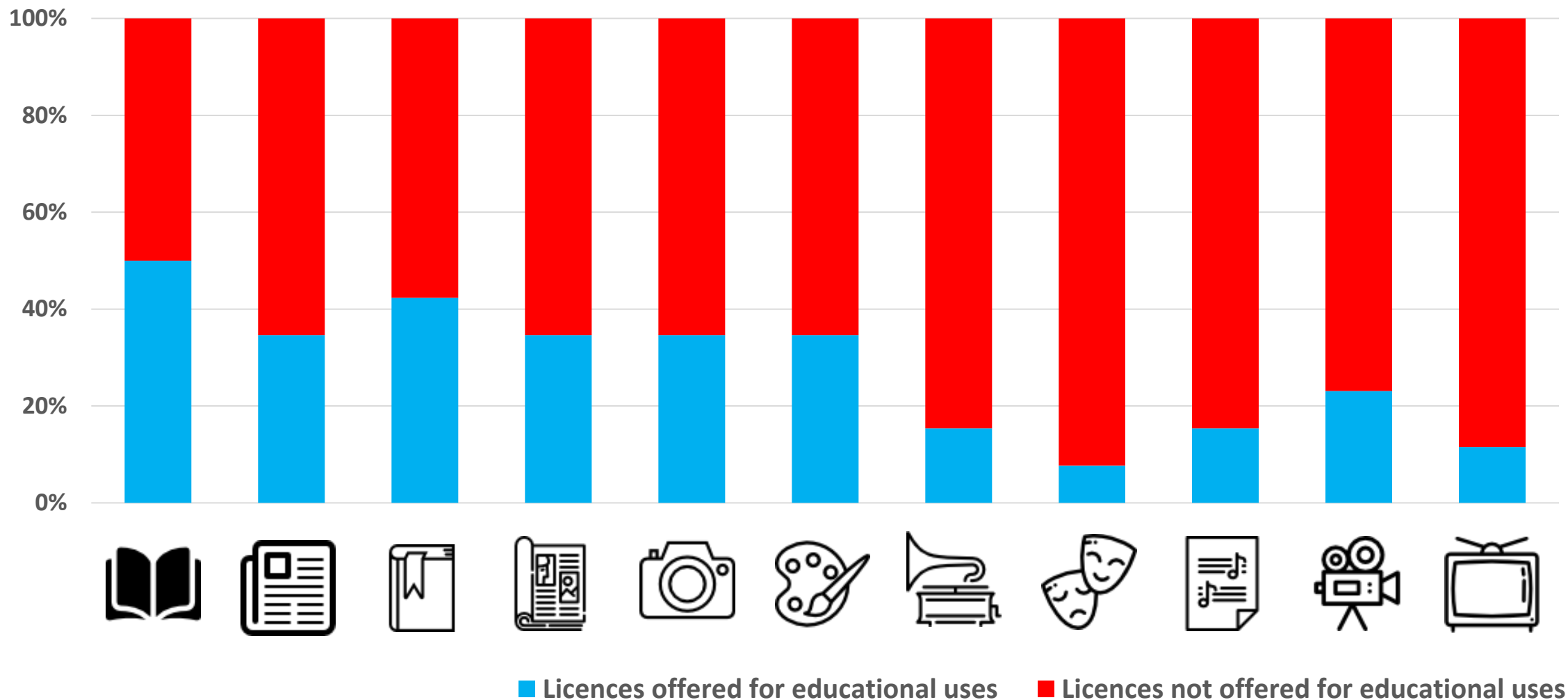
Are there licences specifically for cultural heritage institutions (CHIs)?



Are there licences specifically for mass-uploading to the internet?



Are there licences specifically for educational uses?





Solution

You keep using that word.

I do not think it means what you think it means

Fall-back Exception as a Complement to **Extended Collective Licensing**

- **Access to cultural heritage in smaller countries/former transition states**
- **Incentive to develop collective management**
- **Greater chances for author rediscovery**
- **Continued possibility for rightholders to opt out**



Vote Parliament!

Find links to the papers at [@dswyber](#)

[Comments/corrections](#) welcome!

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