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REPUBLIC OF THE SUDAN



WORLD INTELLECTUAL
PROPERTY ORGANIZATION

**WIPO NATIONAL SEMINAR ON COPYRIGHT,
RELATED RIGHTS, AND COLLECTIVE MANAGEMENT**

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Ministry of Culture

Khartoum, February 28 to March 2, 2005

**THE IMPORTANCE OF COLLECTIVE MANAGEMENT OF COPYRIGHT
AND RELATED RIGHTS**

*prepared by Mr. Henry Olsson, Judge at the Court of Appeal,
and Special Government Adviser, Ministry of Justice, Stockholm*

Why Collective Management

- Most appropriate way: individual management
- In some cases not feasible, for instance
 - public performance of musical works
 - photocopying/reprography
 - cable re-transmission
 - certain uses of works of art.

In whose interest is collective management ?

- In the interest of
 - right-owners (who otherwise would not be able to control mass uses)
 - users (who in this way may obtain fully covering licenses).

Government involvement

- Basic approach: The right-owners' form and run such organizations
- Some government encouragement/support may be desirable.
- Degree and way of support depends on the countries themselves.

Government involvement

1. Government control of collective management
2. Legislative support of such management
 - in particular to facilitate fully covering licenses

Government involvement

- Legislative support:
 - presumption about representation
 - compulsory collective management
 - extended effects of collective licenses

Relations to Digital Rights Management (DRM)

- Not likely for a long time to replace collective management.