



International Federation of  
Reproduction Rights Organisations

# International Good Practice for Educational Licensing on a Collective Basis

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# Topics

- IFRRO and its members
- The role of collective management
- The impact of copying on the publishing industry
- Collective management in the text and image sector
- Benefits of collective management

## IFRRO Representation

- 104 RRO members in 85 countries, in all legal systems, all continents and all stages of development
- 51 national and international creator and publisher associations

# The Copyright Balance



# Collective Management

## Authors & Publishers

- Have exclusive rights
- Want to enable access but need to be paid, and know how much is being copied
- Too many different users to be able to licence individually and directly



## Users

- Want to provide multiple copies of chapters from different books to students
- Want to talk to a single source to clear multiple rights
- Exceptions to copyright only cover part of what they want to do

# The Publishing Industry

## Cultural value

- Source of national identity
- Fiction, non fiction science, technology, education, poetry, drawings, photographs...

## Economic value

- Incentive to create and publish
- Textbooks often engine of national publishing industry

## Copyright, Copying and Publishing

- Text and images are widely copied in the education, business and library sectors
- An effective copyright framework and efficient licensing means greater investment in creating new content and growth in the local publishing industry
- Collective licensing through RROs is a key component of a resilient and flexible publishing sector and a complement to exceptions and limitations

# Income from Collective Management is essential

## Authors

- **25%** of authors derive **60% +** of their income from secondary uses
- **20%** decline in income from secondary uses = **29%** (2,870) fewer new works per year.

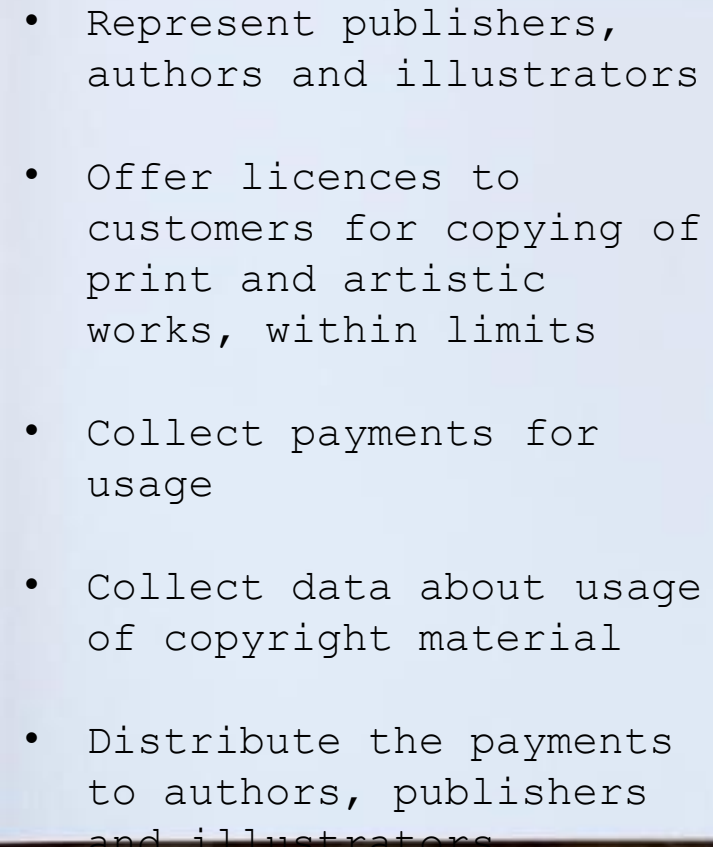
## Publishers

- **12%** of their earnings
- **19%** of their investment in new works
- Vital to the transition to digital



A watercolor palette with various colors and several brushes are scattered on a dark wooden surface. The palette is in the top left, and the brushes are in the bottom left. The text 'How do RROs work' is overlaid on the top left in a white box.

# How do RROs work

- 
- A spiral-bound notebook with a white page is open on a wooden surface. The page contains a bulleted list of six items. The notebook is positioned on the right side of the image.
- Represent publishers, authors and illustrators
  - Offer licences to customers for copying of print and artistic works, within limits
  - Collect payments for usage
  - Collect data about usage of copyright material
  - Distribute the payments to authors, publishers and illustrators

## An international network

Each CMO is part of an international community of more than 100 national Reproduction Rights Organisations

Through **bilateral agreements**, they represent each others' repertoire so licensees can access global repertoire in a single licence agreement



## Licensing around the world

- Because of the extent of use and the impact on the local publishing industry, in recent years, many governments around the world have adopted measures to support and encourage payment for educational uses
- Common approaches include:
  - **Licence override** (Ghana, Kenya, UK, Ireland, Mauritius, Tanzania, Zimbabwe)
  - **Compensated exception** (many European countries, Australia, Singapore, South Korea, Japan)
  - **Extended Collective Licence** (Nordic countries, Malawi, Jamaica)
  - **Government circular explaining limits on use under exceptions** (Ghana, Kenya, Tanzania)
  - **Copyright Levies** (Algeria, Germany, Hungary, Slovakia)

## RRO repertoire licence

- Limited extracts, portions of works
  - 5-15%; chapter; article
  - Personal, educational, internal use
- Permitted uses
  - Photocopying and scanning
  - Download, store, print, internal sharing
- Authorised users
  - Students, staff
- Terms
  - Where can copies be used and stored
- Fees
- Usage reporting requirements
- Compliance awareness

# Benefits of Collective Management



## **Administration**

Low administration costs  
Fee certainty

## **Flexibility**

Adaptability of the licence (digital uses)

## **Legal certainty**

Compliance with the law  
Avoid costly litigation

## **Reputation**

Model IP Policy  
Competitive advantage to attract students and professors

# Benefits of Collective Management



## Improved student outcomes

Easy, low cost, legal access to content when and how its needed

Tailored to the needs of individual students

Students have enhanced access to local content, referencing familiar locations

A culture of respecting authors rights and paying for usage

Incentive for students – and professors – to write and publish

# Collective Management in the Digital Age

Digital technology facilitates the **clearance and management of rights**

Collective management helps governments to **guarantee legal access and payment of fair remuneration**

Simple **cross border licensing** solutions are being developed



Thank you

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