Extended Collective Licensing
Why Libraries Care, and Why You Should Also
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Credit to Paul Keller for the idea

Pretty well everyone

Articles 11 and 13

Articles 7-9

Credit to Paul Keller for the idea
Average Commercial Life Expectancy:

**Music:** 2 - 5 Years

**Artistic Works:** 2 Years

**Film:** 3.3 - 6 Years

**Literary Works:** 1.4 - 5 Years

*European Commission Impact Assessment*
Wow

Much extended

Totall collective

Well royalties

So licensing

Rightly answer?
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)?

[Bar chart showing distribution of specific licences offered for CHIs vs. no specific licences offered for CHIs]
Are there licenses specifically for mass-uploading to the internet?
Are there licences specifically for educational uses?

Licences offered for educational uses  Licences not offered 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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