



UNION INTERNATIONALE DES EDITEURS
INTERNATIONALE VERLEGER - UNION

INTERNATIONAL PUBLISHERS ASSOCIATION
UNION INTERNACIONAL DE EDITORES

Google Print Library Programme: International Publishers Association Rejects Google's Copyright Policy Change As Insufficient

Geneva, 17 August 2005. The International Publishers Association (IPA) continues to protest against the treatment of publishers' and authors' intellectual property within Google's Print Library Project to the extent it affects books in copyright.

Google announced changes to its library digitization project on 12 August 2005 in response to protests registered by IPA and other national publishers associations. Still, Google has not abandoned its plan to scan all books in copyright unless specifically denied permission for a particular work by the copyright owner.

Says IPA Legal Counsel Antje Sörensen: "With this policy, Google acts contrary to fundamental copyright principles. Scanning, storing and copying books from cover to cover requires authorisation, in particular at the scale on which Google is operating. Google seeks to place the burden on publishers, authors and other copyright owners to prevent Google from committing copyright infringements."

Although publishers are generally interested in finding new innovative solutions to making their books available to a wider audience - and indeed in many cases became Google's partners through the Google Print for Publishers programme - the Google Print Library project intends to utilise book content in unprecedented amounts, and without express authorisation, to support Google's sale of advertising space in connection with its online search engine business.

"Google ignores that publishers and authors not digitising their books for online use and not becoming Google Print partners are exercising their right to chose how to make their works available," says IPA's President, Ana Maria Cabanellas.

"It is surprising that a publicly quoted company like Google feels it can decide what is good for authors or publishers, even against the repeated, clear and consistent message for national and international publisher representatives. Inconvenience is a bad reason to flout legal principles, in particular from a company with a clear-cut commercial purpose, great financial means and a wealth of experience in handling thousands of content licensing relationships."

"Copyright is the basis for the activities of publishers and authors – and all creative industries. It deserves to be respected. We call upon Google to move towards a policy that respects the principles of copyright. Copyright systems are delicately balanced but they allow for collaborative solutions. We look forward to a time when Google sees the benefit in working jointly towards a solution of the specific copyright issues that library digitisation raises. "

Notes for the Editor:

As part of the Google Print Library Project, first announced in December 2004, Google intends to scan, store and index the full text of a large share of the book holdings of five major libraries in the US and the UK. This includes works in copyright where neither the author nor the publisher have authorised the making of the digital copy, its duplication or distribution on Google servers. For more information see <http://print.google.com/googleprint/library.html>. Google's announcement of 12 August 2005 can be found here: <http://googleblog.blogspot.com/2005/08/making-books-easier-to-find.html>.

About IPA:

The International Publishers Association is the international federation of trade associations representing publishers worldwide. Established in Paris in 1896, IPA now counts 78 national, regional and specialised publishers associations from 66 countries as its members. IPA's main goals are to promote freedom of expression and freedom to publish, to develop and defend the protection of copyright and to promote literacy and reading.

For further information,
please contact Jens Bammel
bammel@ipa-uie.org
Tel +41 79 230 0961.