

Automating New Business Models

International
Publishers
Association



Jens Bammel
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1. Premises of this presentation
2. Adapting copyright to the Internet
3. Steps taken in the publishing industry
4. Public policy issues



1st Premise:

There is a public interest in

- the creation and investment in content
- created by skilled professionals.
- serving local needs (cultural, educational and economic)



2nd Premise:

All business models require returns for the creator and the investor in a transparent, predictable fashion.



3rd Premise:

Every communication on the Internet is a rights transaction and therefore copyright based.

Copyright is essential for the functioning of any business model.



Acts restricted by copyright:

- Making available
- Reproduction
- Distribution
- Adaptation

The very essence of the Internet



„Rightsholder“ as envisaged by current copyright law:

- Limited in number
- Working individually/distinctively
- Always interested in compensation
- Interested in control over work

The opposite of some sectors of the Internet



Solutions to the conflict in theory:

- Abolishing copyright
- Suggesting that copyright does not apply
- Creating special licences
- Using collective licensing
- Accelerating copyright authorisations and enabling automation



Solutions to the conflict in practice:

- Copyright limitations
- Copyright exceptions
- Flat rate for culture, compulsory licences
- Creative Commons, other collective licences
- Automating individual licences



Accelerating copyright

- A new underlying infrastructure
- Machine-to-machine communications
- Interoperability
- Developing an open market place with a multitude of platforms



Standards

- International
- Open
- Non proprietary
- Free
- Sustainable
- Transparently governed
- Business model neutral
- Cross media



What standards?

1. Content

- Works, in specific formats

2. Interested parties

- Uniquely identify people, companies, other entities

3. Rights/transactions/instructions

- Licences, terms and conditions



Where are we?

1. Content:

- ISBN, DOI, e-ISBN, ISTC

2. Interested Parties

- ISNI Name identifier

3. Expressing rights, terms and conditions

- CC+,
- ACAP



ACAP

- Machine actionable instructions for onward use of content
- ACAP 1.0 directed at search engines
- Designed with news/e-books in mind
- Not expressly licensing terms
- Expandable to accommodate any use cases and business sectors
- www.the-acap.org



Challenges

- Adoption (Creation is easy!)
- Proprietary/non-proprietary
- Governance
- Cross-sector collaboration
- Collaboration
- Sustainable business models

- That is where government support is needed



Stakeholder Dialogue

- More consensus than you think
- Limited areas of real disagreement
- Flexible in scope
- Flexible over time



VIP Stakeholder Platform

- Identify shared objective
- Identify obstacles
- Healthy depoliticisation
- Re-engage expertise in the debate
- Obstacles: financial, technical (legal?)
- Win-win through trusted relationships



Thank You!

Jens Bammel
Secretary General
International Publishers
Association