

**collective rights management in an
economic and cultural
perspective:**

**why RROs are important for the
text & image sector and why the
text & image sector is important
for society**



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overview



what is Reprobel?



what does an RRO do?



why RROs are important for the text & image sector



why the text & image sector is important for society

what is Reprobel?

Belgian RRO established in 1994

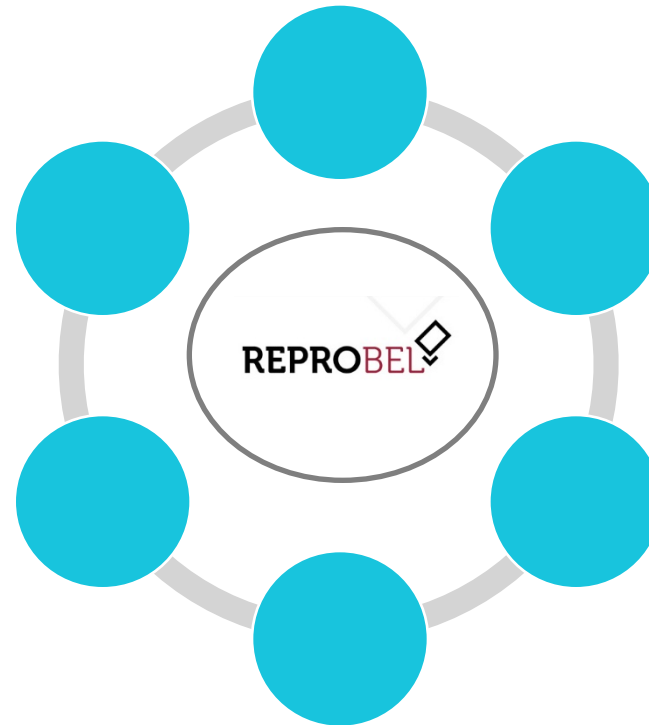
fifteen member CMOS

8 authors' CMOs, 7 publishers' CMOs

collects reprography remunerations

legal license with dual levy system
(equipment levy / operator fee)

tariff Royal Decree 1997



collects PLR remunerations

legal license

tariff Royal Decree (update) 2012

36 bilateral agreements

24 A type agreements

12 B type agreements

full IFRRO member

mentors Latrepro

key collection data Reprobel (FY 2015)



overall collections



reprography
equipment levy



reprography
operator fee

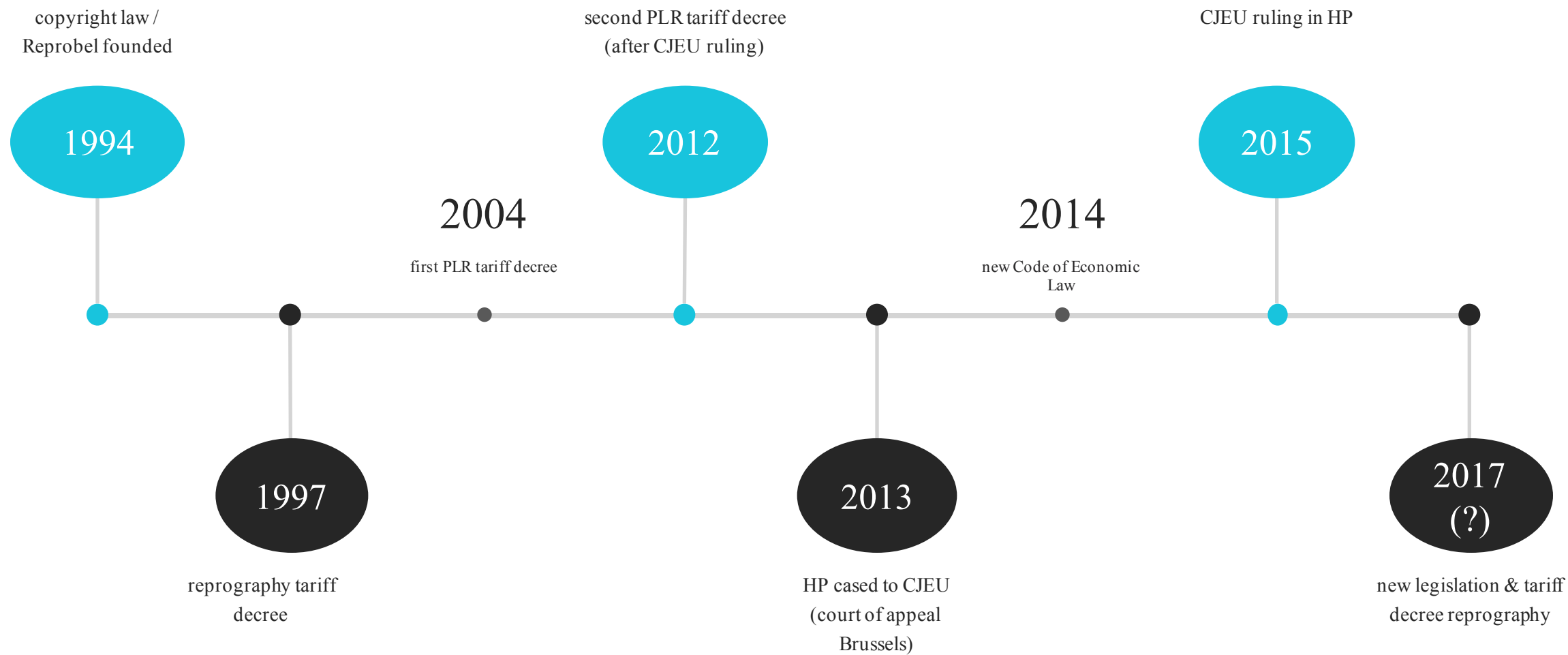


reprography
from abroad

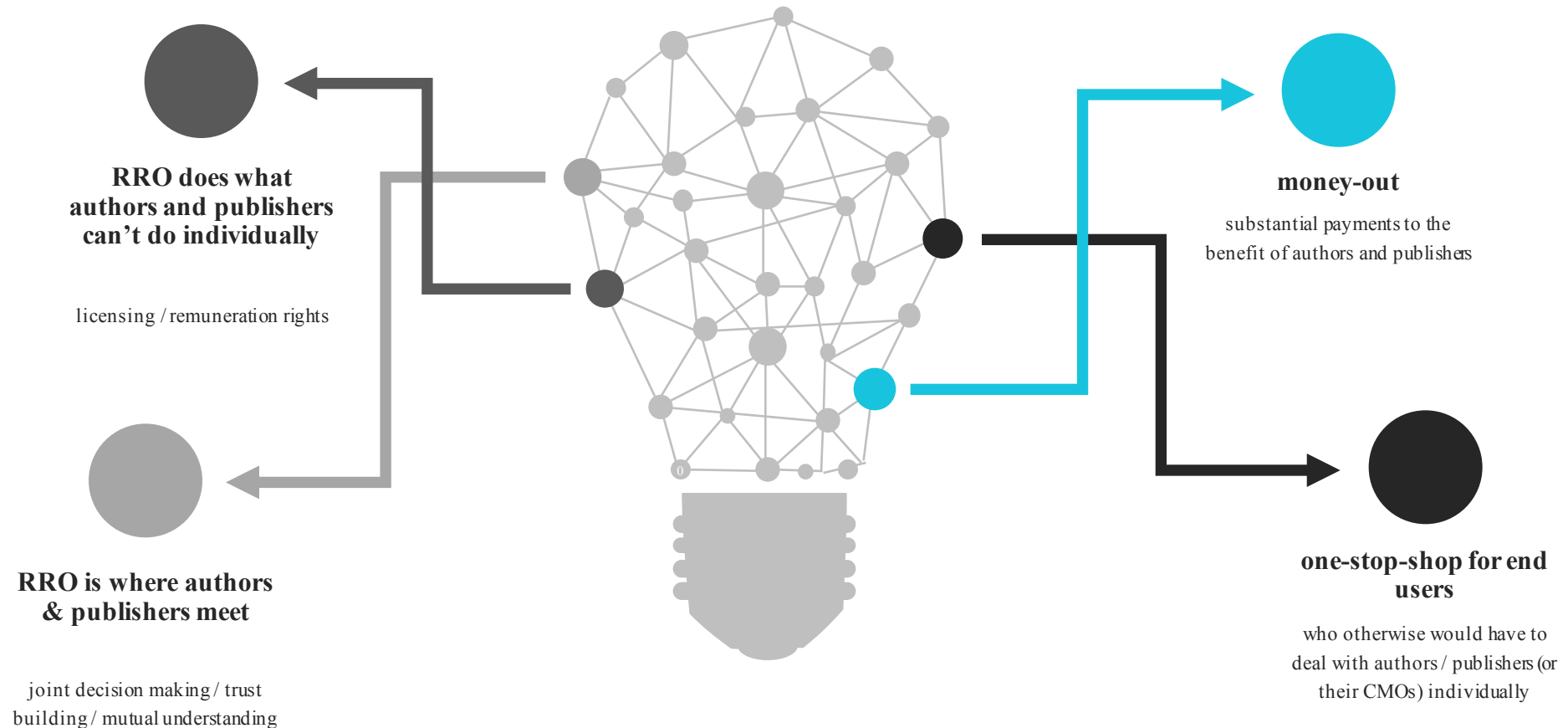


PLR

Belgian legal landscape (reprography & PLR)



why RROs are important for the text & image sector



01 RRO addresses market failure, is a one-stop-shop for end users and provides important additional income for authors and publishers

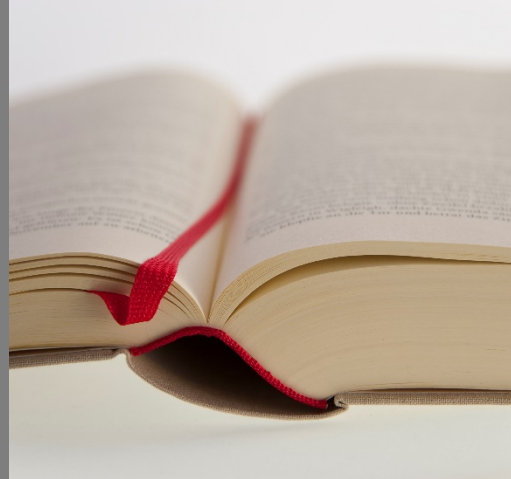
02 authors and publishers can discuss matters openly within the organisation, build trust and understand each other

03 but can speak with one voice to the outside world (user community, political decision makers, other stakeholders, ...)



money-out

- authors: between € 500 and € 1,500 p.a. in Belgium on average
- publishers: 25 receive more than € 100,000 p.a. in Belgium



trust

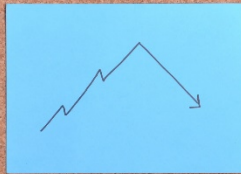
- trust building for emerging/developing RROs
- maintaining solidarity, especially when system is under pressure (cf. Belgium)



market failure

because of:

- the nature of the reproduction phenomenon and/or
- the bargaining power / resources of individual authors and publishers



F A I L U R E

one-stop-shop for end users

- educational institutions
 - research
- public authorities
 - libraries
- companies, ...
- consumers



lobbying & communication

- using the human capital of (well-known) authors and publishers
- using the economic value of creative / TI sector
- using cultural arguments
- copyright awareness / enforcement



international

- membership of IFRRO (best practices, legal developments, ...)
- bilateral agreements (A/B)
 - informal network



expertise building / sharing

- knowledge center
- market data
- producing surveys
- analysis of systems, surveys, evolutions, ... abroad



case study 1: Reprobel surveys



official survey re: photocopying on the Belgian territory



money-out surveys

several surveys conducted at the request of authors' or publishers' college (distribution)



official survey re: photocopying on the Belgian territory (including separate section on printing out)



2016 update of the 2013 survey with an aim to filter out illegal reproductions and reproductions of sheet music (post CJEU ruling in HP)

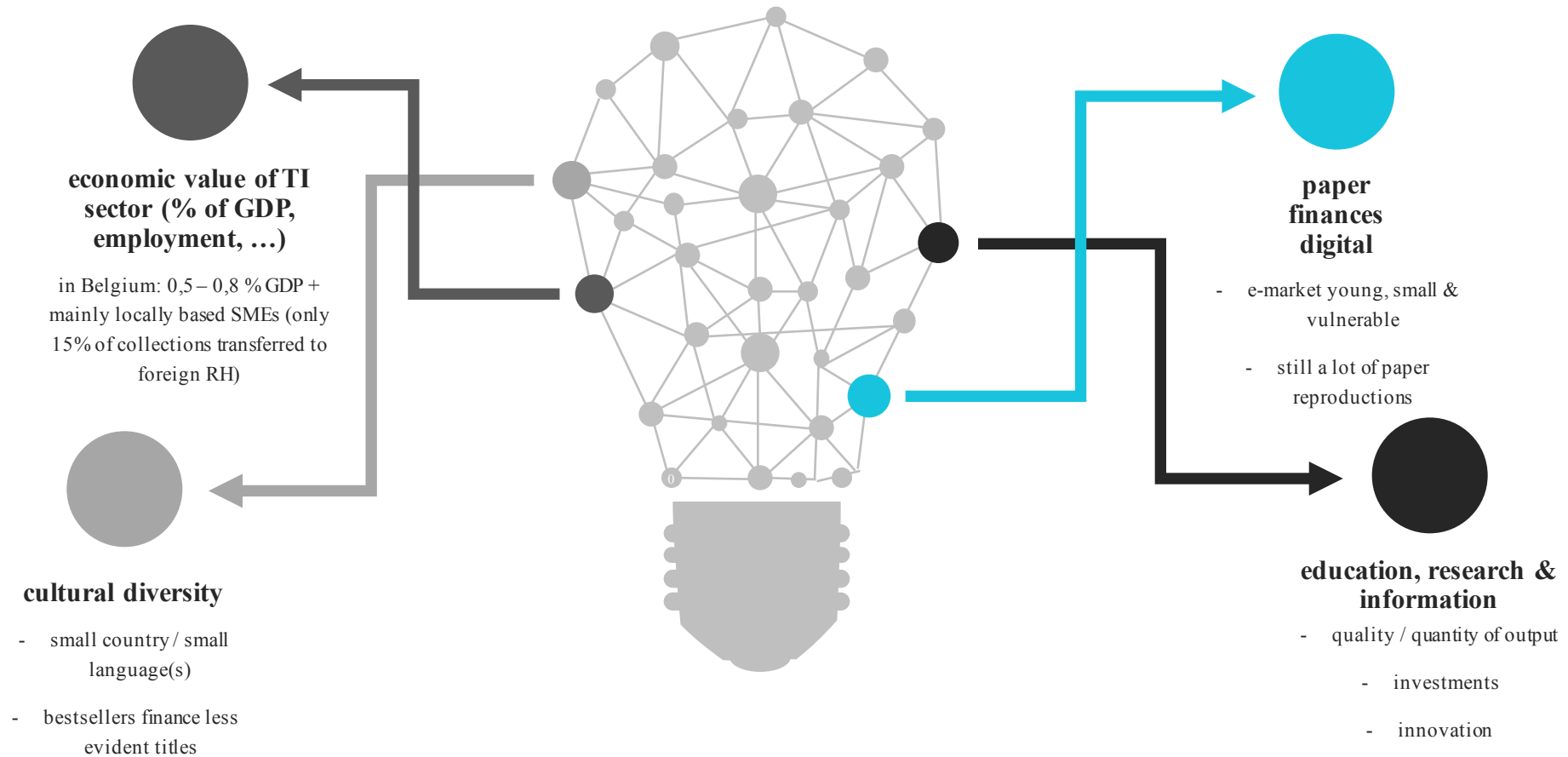


impact assessment measuring harm of authors and publishers (combined) as a result of paper reproductions under legal license (on the basis of an international per page tariff benchmark)



survey on IT infrastructure and digital usages in the educational sector in Flanders, Wallonia, Holland, France, Norway, Finland and the EU as a whole

why the text & image sector is important for society



01 creative sector is crucial for knowledge economy; TI sector is key subsector of creative sector

02 TI sector is often locally based and is a key driver for cultural diversity and for (quality of) education, research, news & information

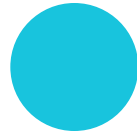
03 RROs provide oxygen to TI sector and allow authors to create and publishers to invest and innovate

case study 2: economic value of the creative sector (selected surveys)



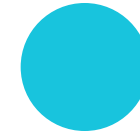
Partners in Marketing (2013, Belgium)

- economic value of main copyright industries in Belgium
- TI sector: 0.8% of Belgian GDP



Flanders District of Creativity (2015, Flanders)

- TI sector: 0.5 % of Flemish GDP



Institute for SME research / VVA Partners (Austria, 2016)

- CCIs employ more than 12M people in the EU



WIPO surveys on the economic contribution of the copyright industries

- worldwide, per country (Latvia: 2004)
- www.wipo.int/copyright/en/performance/
- summary report 2014



EU-wide surveys

- EPO/OHIM survey 2013
- Tera consultants 2014
- Frontier Economics/ ECCIA, 2012/14
- SERCI: society for economy research on copyright issues (www.serci.org/documents) – selected topics

More information:



www.reprobel.be

Reprobel website

(Dutch / French / English /
German)



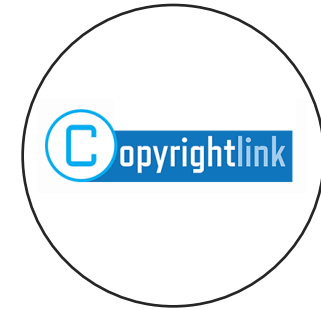
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www.ifrro.org

IFRRO website



www.copyrightlink.org

IFRRO driven website for more on
copyright, CRM & creative
industries