

# Copyright and the online library

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Information Online 2007

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**Copyright Agency Limited**

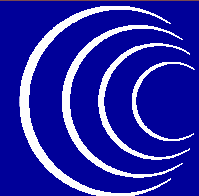
ENCOURAGING CREATIVITY

# An ever evolving market

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New technologies have led to rapidly changing usage patterns:

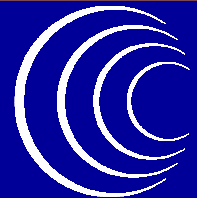
- Fragmented markets
- Desire for granular content
- Use of multiple platforms
- Superdistribution



# An ever evolving market

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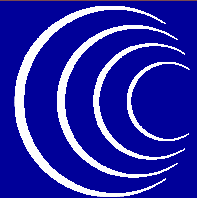
- Changes to the traditional supply chain
- Entry of new intermediaries e.g. search engines
- Culture of free use
- Rise of free content repositories



# Opportunities

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- Continued need for permission-based access to quality online content
- Systems capable of managing micro-transactions



# Digital Rights Management

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## Two types of DRM

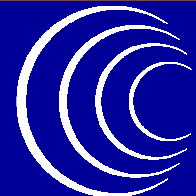


Access and copy controls /  
Technological Protection  
Measures:

- Encryption
- Passwords
- Software and hardware access controls

Rights Management  
Information or RMI:

- Copyright notices
- Watermarks
- Digital signatures
- Metadata e.g. Digital Object Identifier (DOI)

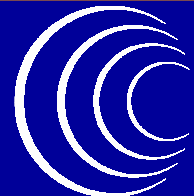


# Digital Rights Management

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## Key principles:

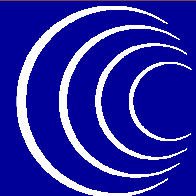
- Identification of works and copyright owners
- Monitoring of access to and use of works
- Facilitating payment



# Licensing models

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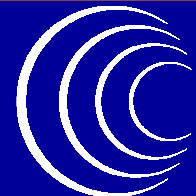
- B2B direct licences
- Creative Commons licences
- Licensing through aggregators
- Collective licensing through copyright management organisations



# What is CAL?

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- Agent for authors and publishers
- Broker between creators and users who copy copyright material
  - Statutory and voluntary licences permit copying and communication of original materials
- Copyright owners receive fair payment
- Digital rights management services



# CAL's role

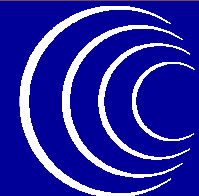
## CAL positioning

- Copyright management services
- Neutral facilitator
- Unique relationship between demand-side and supply-side

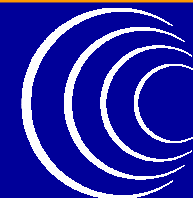
## Role in the online environment

- Digital adoption facilitator
- Partnering and consulting
- Industry DRM projects

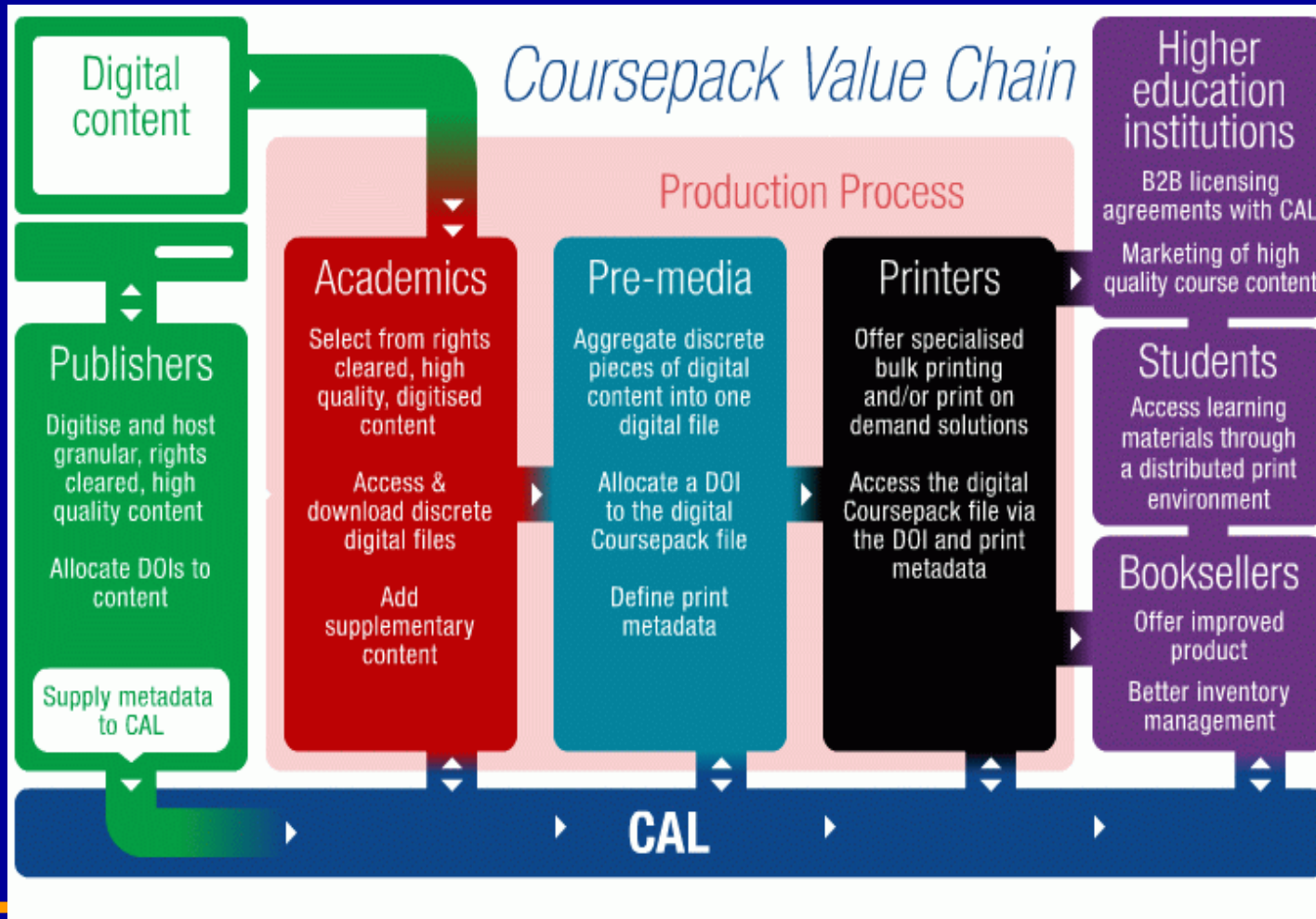
**GOAL: Building a fully transactional platform**



# Digital Course Materials



# Digital Course Materials



# Digital Course Materials

The screenshot shows a web browser window displaying the Digital Course Material (DCM) website. The website header features the DCM logo and the text "DIGITAL COURSE MATERIAL" and "CUSTOM PUBLICATION PRODUCTION". Below the header is a navigation bar with links for "Search Content", "Home", "Help", "Logout", and "DCM Compile". The main content area is titled "Options" and "Advanced Search" with a search box containing the word "justice" and a dropdown menu set to "All". A "Search" button is visible. Below the search box, the "Search Results" section displays 59 items found, with the first five items shown. Each item includes the book title, ISBN, chapter information, publisher, and price. The first item is "Above the Bottom Line" with ISBN 0155059505, published by Wadsworth-Thomson, and priced at AUD\$3.83. The second item is "Moral Issues in Business" with ISBN 0534536549, published by Wadsworth-Thomson, and priced at AUD\$4.84. The third item is "Indigenous people and the law in Australia" with ISBN 0409300632, published by LexisNexis Butterworths, and priced at AUD\$1.01. The fourth item is "Understanding Law" with ISBN 0409318779, published by LexisNexis Butterworths, and priced at AUD\$1.01. To the right of the search results, there is a section titled "Here is some helpful advice on how to search." which includes tips on spell checking, using spaces to separate words, using quotation marks for exact matches, and using asterisks for wildcards.

Search Content | Home | Help | Logout | DCM Compile

Options | [Advanced Search](#) | justice | All | Search

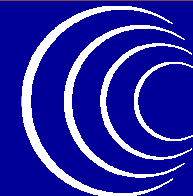
Done

**Search Results**

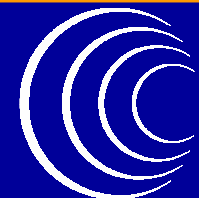
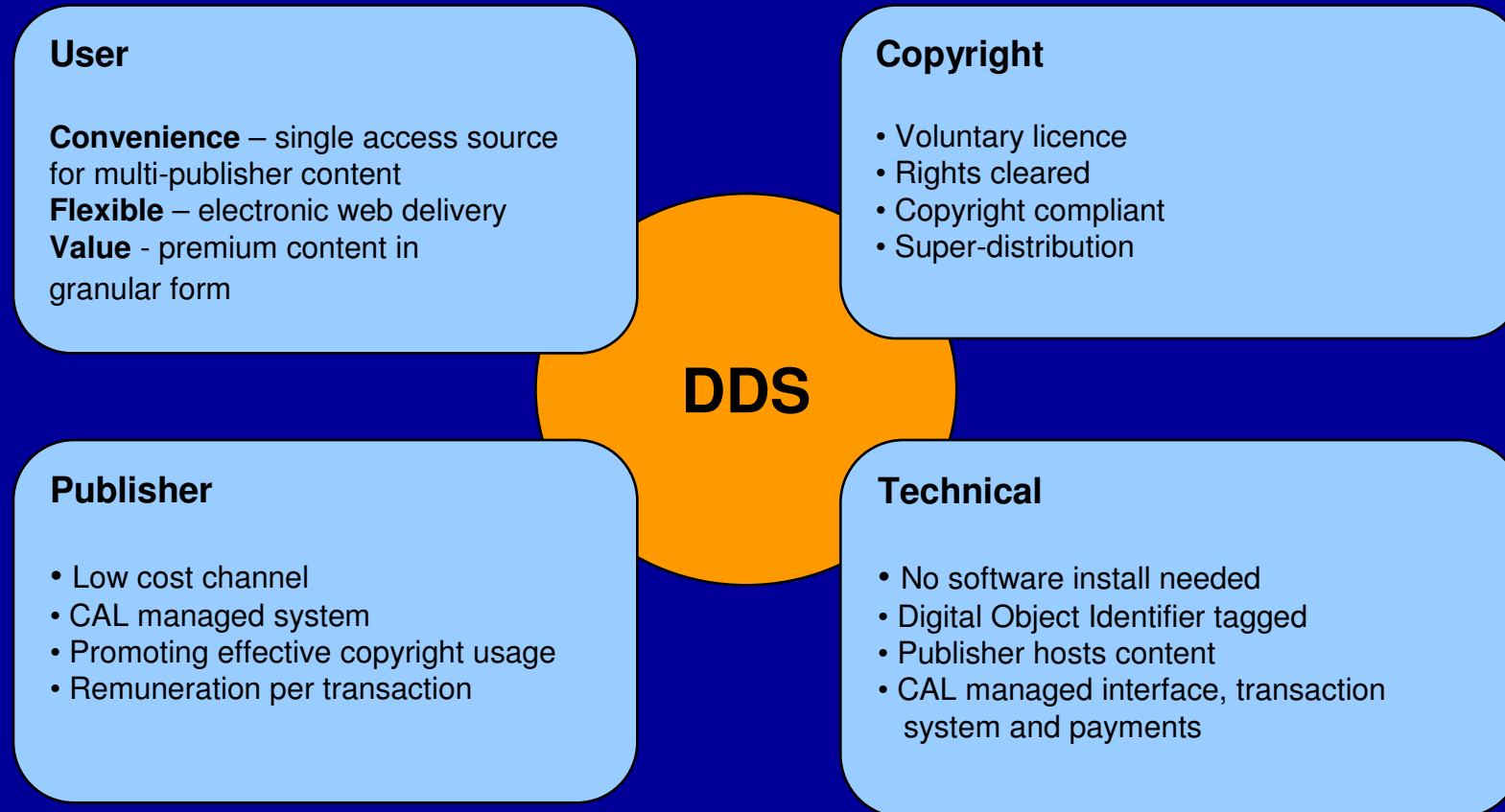
59 items found, displaying 1 to 5. [[First/Prev](#)] [1](#), [2](#), [3](#), [4](#), [5](#), [6](#), [7](#), [8](#) [[Next/Last](#)]

- 1 Book Title: Above the Bottom Line / ISBN: 0155059505**  
Chapter No.: 10 / Chapter Title: Free Enterprise and Social Justice  
Published By: Wadsworth-Thomson / Number of Pages: 11  
DOI: 10.1546/0155059505Chapter10  
**The current price for this article (excl. GST) is: AUD\$3.83**  
[View Abstract](#) [Preview Content](#)\*
- 2 Book Title: Moral Issues in Business / ISBN: 0534536549**  
Chapter No.: 3 / Chapter Title: Justice and Economic Distribution  
Published By: Wadsworth-Thomson / Number of Pages: 43  
DOI: 10.1546/0534536549Chapter3  
**The current price for this article (excl. GST) is: AUD\$4.84**  
[View Abstract](#) [Preview Content](#)\*
- 3 Book Title: Indigenous people and the law in Australia / ISBN: 0409300632**  
Chapter No.: 6 / Chapter Title: The Over-Representation of Aboriginal People in the Criminal Justice System  
Published By: LexisNexis Butterworths / Number of Pages: 9  
DOI: 10.2234/0409300632Chapter6  
**The current price for this article (excl. GST) is: AUD\$1.01**  
[View Abstract](#) [Preview Content](#)\*
- 4 Book Title: Understanding Law / ISBN: 0409318779**  
Chapter No.: 11 / Chapter Title: Legal aid and access to justice  
Published By: LexisNexis Butterworths / Number of Pages: 44

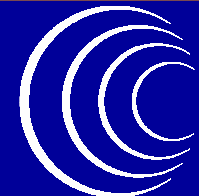
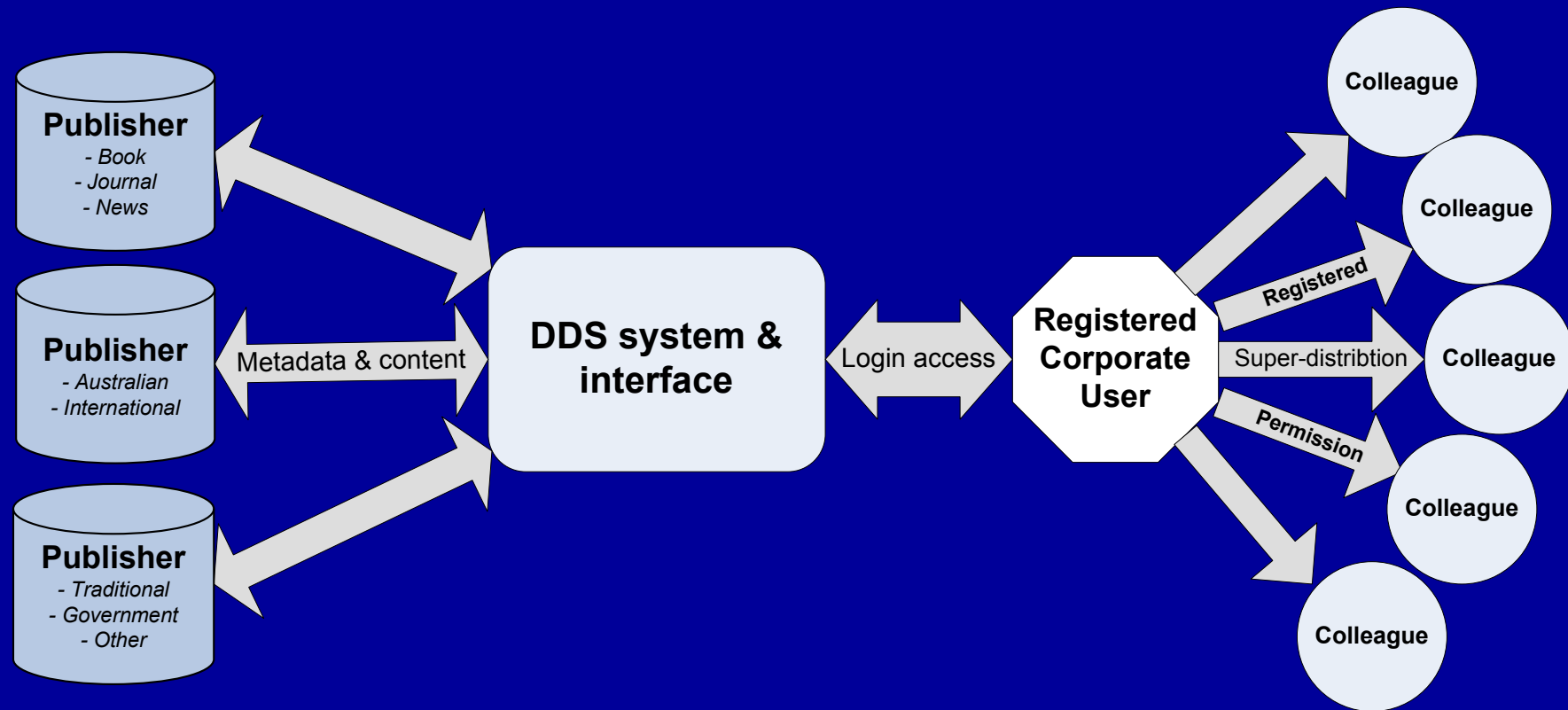
Here is some helpful advice on how to search.  
Spell Check Your Keywords:  
Please check your spelling, as it's the most common mistake made.  
Use Spaces to Separate Your Words:  
Please don't type in commas to separate your words, just leave a space between each word.  
Searches are NOT case sensitive.  
Your search string must be greater than 3 characters.  
Use - to exclude words from the search:  
german history -hitler  
Use Quotation Marks for exact matches:  
"german history" hitler  
"german history" -hitler  
Use \* appended to the end of the word to match all.  
apple\* returns apple, apples, applesauce.  
You Don't Have to Use "and"  
You Don't Have to Use "or"  
Summary of options:  
"search criteria" - performs an exact match.  
+ (optional) or - includes or excludes the following word.  
> increases the contribution of the following word.  
< decreases the contribution of the following word.  
~ sounds like. Allows a match if words are similar.  
\* append to the end of a string to match all.



# CAL's Commercial Model (DDS)



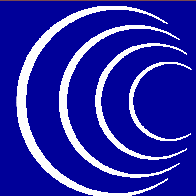
# CAL's Commercial model (DDS)



# The future

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- Interoperable DRM is the basis for international online access to content
- Common rights management infrastructure
- Choice for creators and quality for the consumer



# Questions

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