

Collective Management of Copyright & Related Rights: Key Challenges

PRESENTED TO: ANTI-PIRACY TRAINING WORKSHOP FOR LAW
ENFORCEMENT AGENCIES IN ZIMBABAWE.

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1. Introduction

- Thanks for the opportunity to present
- Greetings to all present
- Greetings from SARRAL and all in South Africa
- Thanks Zimbabwe for having a great 'quota' policy – very powerful influence in decreasing piracy
- Technology

1. Copyrights

- Musical Works
 - Songs -
- Sound Recordings
 - Recordings
- Cinematographic Rights
 - Films, DVD, Music Videos
- Photographic
 - Stills – Images,

2. Related Rights

- Neighbouring Rights
 - Artists
 - Producers
- Image Rights (trademarks)
- Moral Rights
 - All creators – right to be identified
- Needletime
 - Performers/artists
 - producers

3. Collective Management

- Collection Societies
 - Performance Rights
 - Mechanical Rights
 - Needletime
- Principal Roles
 - Rights Interface between creators (supply) and users (demand)
 - Collect & Distribute monies
 - Issue licenses
 - Negotiate and Administer Blanket Licenses\
 - Manage Database
 - Membership driven
- Trade Associations
 - Publishers
 - Recording Industry

5. Principal Stakeholders

- **Creators**
 - Composers & Authors
 - Publishers - owners
- **Users**
 - Recording Labels
 - Broadcasters
 - Internet/Mobile
- **Government**
 - Revenue Service
 - Heritage
- **Customers**
 - All who listen and buy music

6. Key Challenges

- Digitization
- Piracy
- Knowledge
- Administration
- IT
- Mobile & the Internet
- Stakeholders
- National Relevance

7. Solutions

- Investigate Digital Warehousing
- Create Forums for Stakeholders
- Build up knowledge & systems – best practice
- Key understanding of rights
- Knowledge of creators
- Technology
- Regional & global networking
- Internet

8. Conclusion

- Immense Challenges
- Information sharing
- Knowledge is power
- Membership orientation