

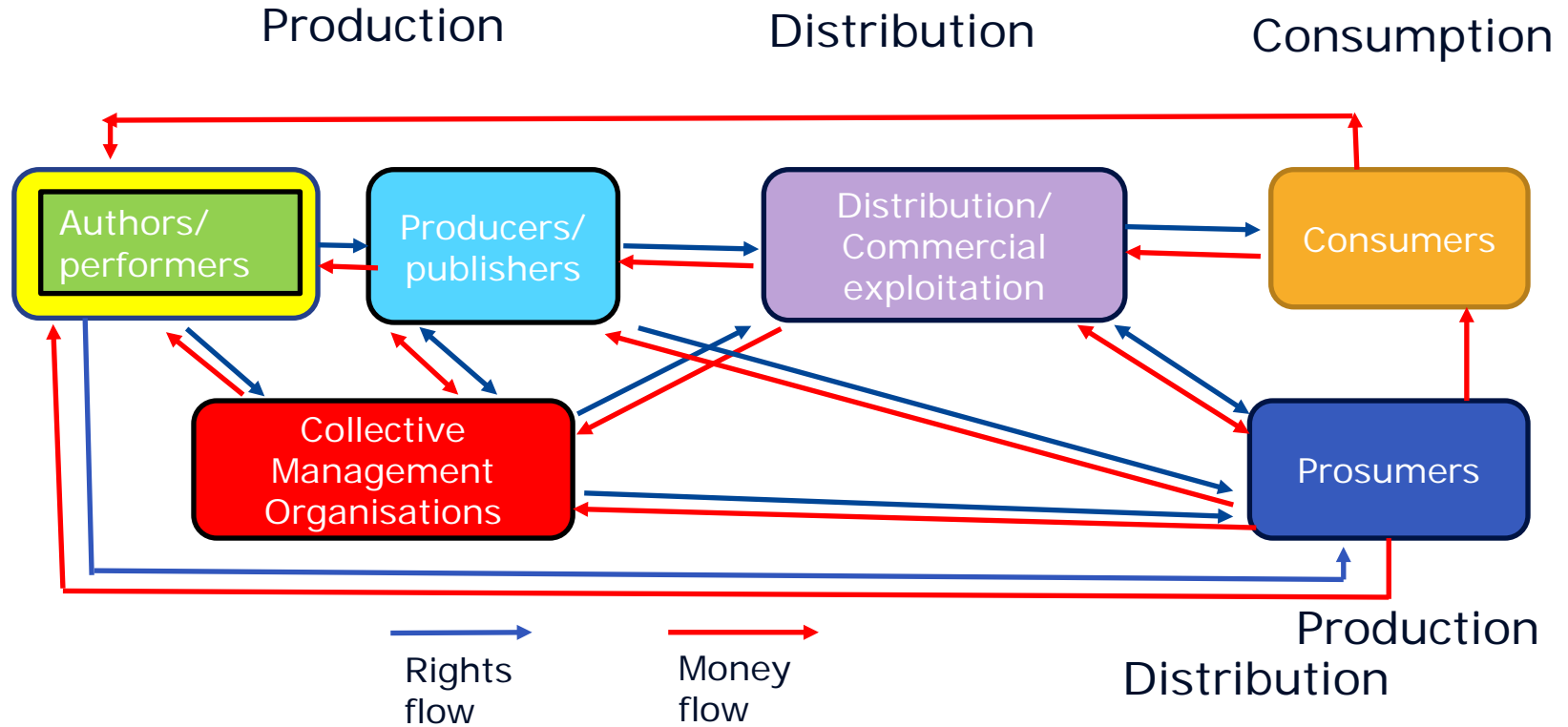


FINNISH  
GOVERNMENT

# Developing the Copyright Infrastructure – making copyright WORK for...

Results from the Finnish Presidency  
Anna Vuopala, Ministry of Education and Culture, Finland

# It is about the functioning of the copyright licensing markets – the existing infra



# Impediments to growth in the creative sector

Offer

- Financing of production
- Quality
- Price

Transaction costs

- Finding/identifying works
- Identifying and finding creators (or their representatives, such as publishers or CMO's)
- Negotiating, due diligence etc.
- Reporting

DATA  
FLOWS

Demand

- Consumer expectations

# We asked....

- **How can we achieve a more efficient, inclusive and trustworthy digital marketplace,** that provides a win-win-win situation for all?
  - Increased access to works for the public
  - Efficient and easy clearance for businesses
  - Improved revenue streams and recognition of moral rights for EUROPEAN authors and other rightholders



# Summary by the Finnish Presidency

- Preparation of guidelines setting out **minimum requirements and/or best practices** at EU level for
- submitting rights metadata in works
- when they are published
  - so that it corresponds to the data submitted to the CMOs (where applicable)
- Open standards, APIs
- Verification of submitted metadata
- Explore legal deposit libraries
- **FIRST STEPS**
  - **Government's role**
  - **Studies**

## Building blocks

- Identifiers (ISAN, ISBN, ISWC etc)
- Rights Metadata
  - Rightholders, contact info etc.
  - Terms of use, of protection
  - Transfers of rights
- **Rights languages**
  - Metadata repositories
- Blockchains

## Functions

- Identifying works
- Identifying rightholders
  - Revenue streams
  - Crediting of authors
- User's perspective!
- **Machine-to-machine communication (automatisation)**
- Real-time/ instant payments



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# SHIFT IN PARADIGM





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*Minister of Science and Culture in Finland Hanna Kosonen said at the Data Economy Conference Nov 26, 2019*

*“...we believe this is the right time to begin discussing the **importance of data and issues related to data on works and authors on the EU level.** The European Union needs a **clear vision of how we can guide** this development to the benefit of the creative sectors and science”*





# EU COMMISSION'S 5-YEAR PLAN

” A new European Data Strategy will enable us to make the most of the *enormous value of non-personal data as an ever-expanding and **re-usable asset** in the digital economy.*”

”*Making the most of artificial intelligence will help us find new solutions to **old problems** and reduce the time required to perform a broad range of tasks...*”

“...Protecting citizens and their rights, **not least the freedom of expression**, will be at the core of our effort”

”propose a new **Industrial Strategy** for ecological and digital transition”...supporting media and audio-visual SME's to scale up

“... For this to happen, we need to prepare EU legislation from a **user-perspective** and consistently apply the digital-by-default principle.”



# Commission's CALL FOR TENDER

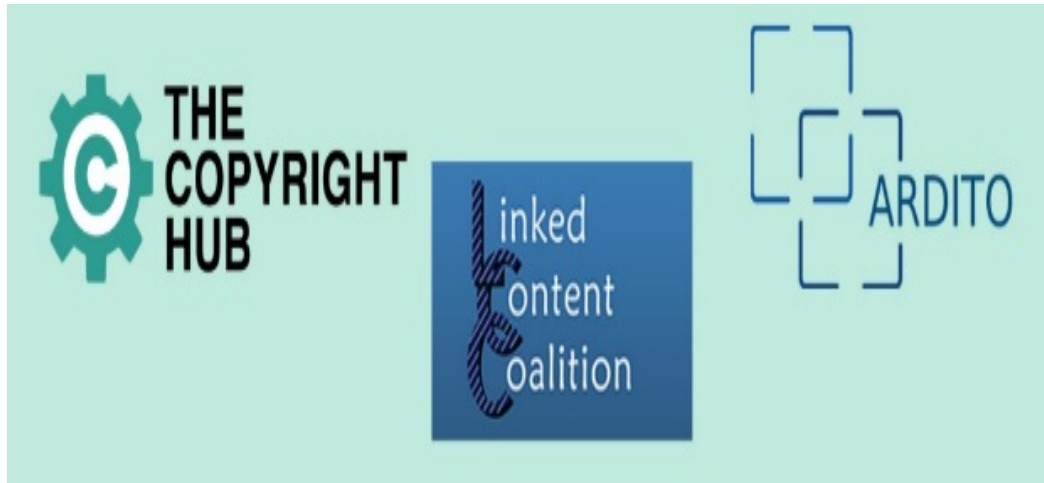
## - metadata and AI for improvement of licensing

- i) the management of copyright data linked to protected content. The contractor should identify and quantify the **economic impact** of current issues related to metadata management in the copyright industries. The study should investigate the ways in which new technologies can contribute to improving the efficiency and transparency of licensing of content and management of rights, while making more content accessible for end-users; and
- (ii) the policy questions related to the **interaction between AI and the creative industries**, in particular concerning:(a) the use of copyright-protected content as input of AI technologies; and(b) the production of cultural outputs by or with the assistance of AI technologies.



# DEVELOPING THE COPYRIGHT INFRASTRUCTURE

- **How?**
  - Correct entry of metadata (visual and machine readable), and ensuring that it is updated throughout the lifecycle of the work
  - Application Programming Interphases (API) used by digital services
  - Dialog between experts within data providers, creative sectors, services and creators
  - Dialogue between Member States and the Commission



- **Build interoperability between existing identifiers**
- **Provide new globally resolvable identifiers where needed**
- **Offered concrete solutions for licensing in different fields**

The logo for the International Standard Book Number (ISBN), featuring the letters 'isbn' in a stylized, outlined font.

The logo for EDiEUR, featuring the text 'EDiEUR' in white on a dark grey rectangular background.

The logo for the International Standard Serial Number (ISSN), featuring the letters 'ISSN' in a bold, purple font.



INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER



The logo for International Standard Recording Code (ISRC), featuring the letters 'ISRC' in black and the full name 'International Standard Recording Code' in smaller text.



The logo for International Music Number (ISMN), featuring the letters 'ISMN' in a stylized, outlined font.





# The Governments can help but

- Do not over-estimate the difficulty of building it!
- Scope, Adoptability, Urgency, Complexity and Equity
- Financing and governance – **adhere to public interest goals (EU, EUIPO, WIPO?)**
- Power imbalance and conflict of interest – **Learn to know “the enemy”**
- Educating people main challenge – **”Tattoo your IPI onto your forearm if you have to!!”**



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**Government  
financing  
32 000 €**

28.2.2020

GOVERNMENT.FI

## Author details

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## Text

Kopiosto

## Images

Jenni Kuokka / Hahmo

## Video

North Arrow Films

## How can the content on the website be used?

The Copyright Act allows the copying of a work made public for private use, making short quotations and showing other works than videos and plays in teaching. More information on what the Copyright Act allows can be found [here](#).

## Image and text content:

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Government  
financing  
~ 20 000 €

28.2.2020

GOVERNMENT.FI

**Sinulla on oikeus  
tietää, ketkä  
lempimusiikkiasi tekevät.**

**20 000 €**

**You have the right to  
know who made your  
favorite music!**



**MUSIIKITIEDOT.FI**





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**Government  
Financing**  
- 2 meta  
data  
studies  
= 70 000 €  
+  
**Business  
Finlands  
support**

28.2.2020

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**session**  
EFFORTLESS CREATOR DATA

- IN SESSION  
METADATA  
ENTRY



**CREATORS**  
- Manage  
shares of  
contributor



**Revelator™**

NORDIC MUSIC COPYRIGHT SOCIETIES  
LAUNCH COMMON R&D INITIATIVE POLARIS  
FUTURES LAB



The details shortly, assistance of the Swedish, Finnish and Norwegian collecting societies  
TEOSTO, Suomen musiikkiteollisuusliitto and Norsk musikkopplag have launched a joint research and development  
initiative called Polaris Futures Lab. The R & D initiative will be funded today at the  
level of over half a million euros.

With the joint initiative, the Polaris societies aim for a leading role in the future of  
music rights management by investing in new technologies and services for music  
authors and publishers as well as music users. The goal of the initiative is to revive  
the current CMO processes with a focus on marketing speed, efficiency and  
transparency of music performance royalties management.

Focus on radical renewal of the current CMO  
models

- REAL TIME RADIO  
ROYALTY PAYMENT  
to DIGITAL WALLET





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WHAT DOES A COPYRIGHT  
INFRASTRUCTURE WE LIKE  
LOOK LIKE?





# NATIONAL WORKPLAN 2020-2022

- **Fostering stakeholder dialogues**
  - Stocktaking document, Data Economy Conference, ALAI, Studies from national and European level (inc. UK)
- **Technical working groups/ workshops?**
  - Use of data: Visual presentation of data + metadata practises
  - Format of data: IT infrastructure experts, metadata management
  - Access for verification (at least), CMOs, legal deposit etc.
- **Reports to National Copyright Delegation + Steering group of the national IPR-strategy**
- **Provide input to further work at the Commission level – workshops etc.**

KIITOS!  
HVALA!  
DANKE!

...look forward to  
continuing discussions  
in the panel!



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