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New Media Licence Schemes and your work

Updated October 2011



Copyright Agency Limited is working with an array of partners in the new digital technology and publishing sectors to develop and expand online use of our members' works.

The partnerships have seen the development of a number of New Media Licence Schemes that promote authorised use of digital material and provide customers with easy access to a wealth of digital content.

The licences have been developed for copying not covered by the statutory licences that are set out in the Australian *Copyright Act 1968*. They involve supporting the use of Australian material in existing online databases for Australian and international markets and also piloting new digital content delivery models.

Members are invited to authorise Copyright Agency to include their works within our New Media Licence Schemes for an opportunity to benefit from these digital initiatives.

Digital use in the corporate sector

The Copyright Agency Corporate Licence allows Australian businesses to use works owned by Copyright Agency members in return for a licence fee.

The licence, known as *CopyrightAccess*, is designed to support the proper use and distribution of copyright-protected works in business and has recently been updated to cover the digital use of works.

It is a voluntary licence which allows a company to photocopy, fax, scan, store, email internally and host on a staff intranet, copyright works. Copying limits apply and only portions of works (up to 10%) can be copied.

The licence is designed to fill in the gaps in copyright compliance around a company's use of materials provided under subscriptions and other materials it may use. It does not allow customers to create a library or collection intended to replace their need to purchase or subscribe to a particular work.

The licence captures a new revenue stream for Copyright Agency members that may not have otherwise existed.

To include your works in the new Copyright Agency Corporate Licence you will need to authorise Copyright Agency to include your works in both the New Media Licence Schemes (covering the digital use of your works) and our Commercial Reproduction Licence Schemes (covering the hardcopy use of your works).

Agreements between Copyright Agency and its counterparts in other countries allow the *CopyrightAccess* Licence to cover the copying and digital use of staff in foreign branch offices.

More information on the *CopyrightAccess* Licence can be viewed at www.copyright.com.au/licensing.

Online databases

Copyright Agency has partnered with a number of secure online database and index services to provide streamlined rights management for the digital use of our members' works.

Copyright Agency performs a copyright management role by clearing the digital rights with Copyright Agency members, whose works have been selected for inclusion within the databases by the database and project owners.

The database owners use digital tracking software to monitor actual online subscriber access to participating members' works. Copyright Agency then uses this information to administer payments.

More information

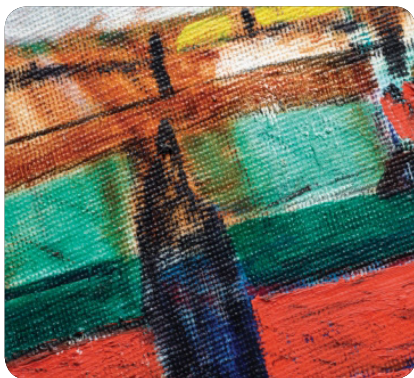
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The arrangements are designed to provide participating members with additional revenue streams through secure online distribution channels.

INFORMIT Collections

Copyright Agency provides rights management services to *Informit Collections* which is a collection of online publications compiled and offered by RMIT Publishing.

It is a subscription-only service offering full text, cover-to-cover pdf access to journals, monographs, conference proceedings, reports and other research materials.

INFORMIT Plus Text Databases

Copyright Agency also provides rights management services for three of RMIT Publishing's *Informit Plus Text* databases.

Informit Plus Text databases are designed to provide researchers with immediate access to electronic journal content in a number of key subject areas.

All databases supply access to scanned images of full articles, exactly as they were originally published. Access to the databases is usually through individual or corporate subscription. A pay-per-view facility is also available.

Copyright Agency provides rights management services for the following databases:

A + Education – provides access to articles from more than 130 Australian journals indexed in the Australian Education Index produced by the Cunningham Library at Australian Council for Educational Research (ACER).

AGIS Plus Text - based on the Attorney-General's Information Service, this online resource provides access to material of relevance to Australian law. Full text is available for materials from 1999 onwards.

APA-FT - based on the Australian Public Affairs Information Service compiled by the National Library of Australia, this full-text database provides access to articles from more than 400 Australian journals covering a wide variety of topics. Full text is available for material from 1995 onwards.

More information on *Informit Collections* and the *Plus Text* databases is available from www.informit.com.au.

EBSCO

A partnership between Copyright Agency and *EBSCO* has seen Australian journals, whose rights are managed by Copyright Agency, included into *EBSCO*'s range of online databases.

As well as comprehensive index coverage, the partnership extends full text and PDF access to participating members' content.

Visit www.ebsco.com for more information on their range of databases.

ACER's Complete Article Service

Copyright Agency provides rights management services for the *Complete Article Service* offered and administered by the Cunningham Library of the Australian Council for Educational Research (ACER). The service includes records from the Australian Education Index.

The *Complete Article Service* provides access on a pay-per-view basis to PDFs of journal articles, research reports and papers.

The *Complete Article Service* can be accessed through a number of different search databases including the Cunningham Library's *EdResearch Online*.

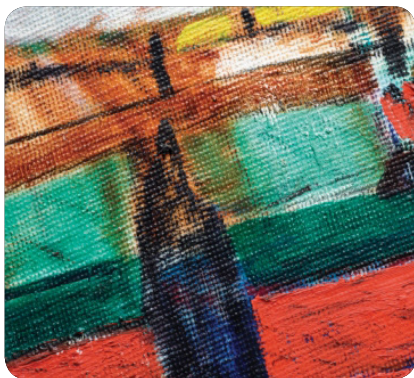
More information is available from <http://cunningham.acer.edu.au>

New Online Content Models

Copyright Agency, in partnership with our members, is also developing a number of online content services to pilot new ways of distributing works in the expanding digital market.



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Member participation in New Media Licence Schemes

If you are not already a participant, you are encouraged to authorise Copyright Agency to include your works within our New Media Licence Schemes. Your authorisation gives you the opportunity to benefit from the schemes listed above and other digital initiatives in the future.

These new schemes are designed to reduce unpaid use of published resources in the digital environment and provide for new avenues for digital distribution and payment.

Copyright Agency membership and inclusion in our New Media Licence Schemes are on a non-exclusive basis, which means you continue to control your copying rights.

You can also notify Copyright Agency at any time to withdraw your participation from any of the New Media Licence Schemes.

For further information on your works and Copyright Agency's New Media Licence Schemes contact our Member Services department on +612 9394 7600 or email memberservices@copyright.com.au.

Who is Copyright Agency?

Copyright Agency Limited provides simple ways for people to reproduce, store and share words, images and other creative content, in return for fair payment. In doing so, it connects the creators, owners and users of copyright material.

Code of Conduct

Copyright Agency is a signatory to the Code of Conduct for Copyright Collecting Societies (the Code). It is designed to ensure that the rights of all members and licensees are clearly stated, and that the operations of collecting societies are transparent and accessible.

The Code includes requirements for the Complaints Handling and Dispute Resolution procedures that collecting societies must follow. The Code and these procedures are available from Copyright Agency's website and on request.