

Digital rights management in the business sector

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CFC: a rightsholder's owned collective management organisation

- Organisation owned by press publishers (260), book publishers (150), and authors organisation (8)
- CFC is approved by the Ministry of Culture
- CFC has been operating rights management for 30 years
- 45.5M€ of royalties collected in 2012
- CFC is a non-profit organisation: 11% of administration fees are deducted from royalties distributed to publishers
- CFC is a member of IFRRO, International Federation of Reproduction Rights Organisations, and PDLN, Press Database and Licensing Network. It collaborates with foreign sister organisations to manage copyright at international level.



CFC global rights management activities

➤ **REPROGRAPHIC REPRODUCTION RIGHTS MANAGEMENT**

- Compulsory collective management system: CFC represents all rights holders by effect of the law
- CFC licenses Education, businesses and government
- CFC collected 31.5 M€ in 2012
- Royalties allocated to works reproduced according to reports from users and distributed annually to publishers in September

➤ **DIGITAL RIGHTS MANAGEMENT IN THE EDUCATION SECTOR**

- Legal exception introduced in French law in 2006
- CFC negotiated an agreement with Ministry of education, who pays a lump sum (1.45M€ per year) to remunerate the uses
- CFC receives mandates from publishers to distribute them the royalties every two years

➤ **DIGITAL RIGHTS MANAGEMENT IN THE BUSINESS SECTOR**

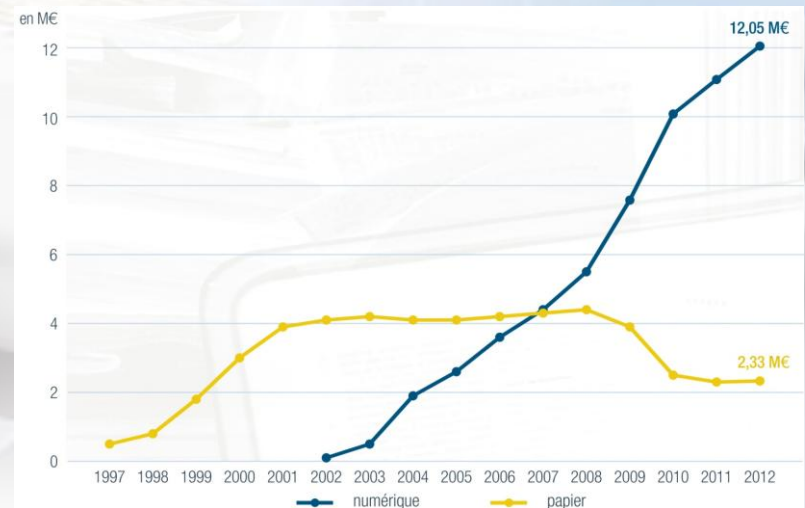
- Voluntary collective management
- CFC licenses digital internal uses for professional purposes
- CFC collected 12 M€ in 2012
- CFC distributes twice a year, in April and in December, the royalties collected the previous semester

➤ **DIGITAL PRIVATE COPIES FOR PRESS PUBLISHERS**

- CFC is mandated to distribute levies collected for digital private copy for press publishers: 07 M€ in 2012

Voluntary collective management scheme

- Voluntary mandate from press publisher
- Répertoire of 3000 French publications + international repertoire via bilateral agreements
- Publishers set reference fee per article in a grid of tariffs: 0.40€ / 0.50€ / 1€ / 1.50€ / 2.50€ / 4 €
- 12M€ revenue for digital uses of press articles in the corporate sector vs 2.3M€ for analog reproduction of press articles in 2012
- 9% growth in 2012
- Publishers receive a bi-annual distribution with client client detailed reporting





Press cutting agencies licence

- Print and web sources (+ 3000 publications)
- License the distribution to the clients, do not cover downstream distribution
- Report uses per publication on a quarterly basis
- Disclose clients
- Send to CFC licensed clients
- Fee per article: PCAs pays the reference fee of the publication for each article sent to a client
- Over 3M articles from CFC repertoire per year



End users licence

PRESS REVIEW

- Press reviews distributed to employees via Intranet
- Price proportional to the uses: each article is invoiced according to its reference tariff and the number of employees that access the press review (reference tariff for 5 first employees + 5% of the reference tariff for each additional employee up to 200 + 1% of the reference tariff for each additional employee over 201)
- When the press review is distributed on Extranet (Unions, federations, associations to their members) fee are increased by 50%
- Exhaustive reporting

DATABASE

- Storage and index in internal Database
- Price depending on the number of articles and access to the DB
- Exhaustive reporting

OTHER INTERNAL USE

- Licence non structured use of content
- Fee per employee
- Surveys



Content platform

- Collaboration with the NLA eClip database for French content
- Centralise Press content
- Generate adapted format for press reviews: PDF articles, XML articles
- Deliver content to licensed PCAs on subscription
- Better quality than scan, earlier delivery, better control
- Enable publisher's services



Nadal-Federer: leur rivalité enfle le Net



LE TENIS. Le sportswear, c'est...
C'est Nadal et Federer qui ont...
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