

# COLLECTIVE RIGHTS MANAGEMENT

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 **Kopio**sto

# COLLECTIVE RIGHTS MANAGEMENT

- Collective rights management
  - Means licensing of copyright and related rights by organisations acting on behalf of rights owners
  - Makes it easier for users to acquire licenses and pay remunerations to rightsholders
- Collective management organisations (CMOs)
  - Represents certain group of copyright and related rights owners
  - Facilitate rights clearance in the interest of both parties (rights owners and users)
- CMOs are usually non-profit organisations
- Collective management can be
  - Statutory / mandatory
  - Contractual / voluntary

# WHAT DOES A CMO DO?

Typically, a CMO:

- monitors when, where and what works are used
- negotiates tariffs and other conditions with users
- licenses the use of protected works on behalf of rightsholders it represents
- collects the fees from users
- distributes remuneration to the rightsholders

# ADVANTAGES OF COLLECTIVE MANAGEMENT

Practical

Economical

Legal

# CMO'S IN FINLAND

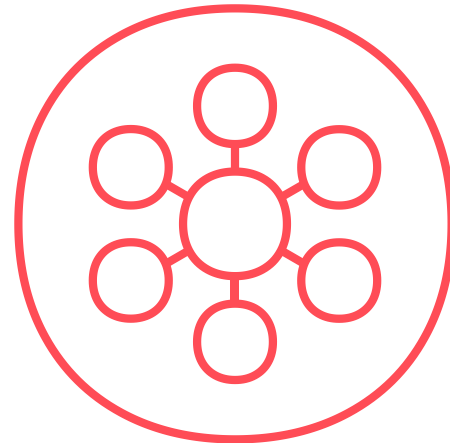
1. **APFI** is a copyright society for audiovisual producers.
2. **Avate** represents screenwriters, directors and actors and one main purpose is to promote collective agreements in audiovisual field.
3. **Gramex** is a copyright association for performing artists and recording producers.
4. **Kopioisto** is an umbrella organisation for authors, performing artists and publishers.
5. **Kuvasto** is a copyright society for visual artists.
6. **Teosto** is a copyright society for composers, lyricists, arrangers and music publishers.
7. **Sanasto** is a copyright society for writers and translators of literary works, and its main purpose is to manage public lending rights behalf of writers and translators.

**KOPIOSTO  
IS  
A COPYRIGHT SOCIETY  
BROADLY REPRESENTING  
THE FINNISH CREATIVE FIELD**

# KOPIOSTO IN BRIEF



Established in  
**1978**



Represents performing  
artists, creators and  
publishers via  
**44**  
member organisations

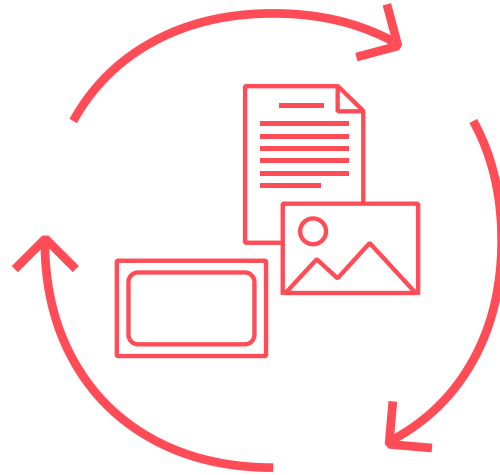


**43**  
employees

# IN KOPIOSTO...



**We represent**  
over 80,000 Finnish  
creative workers  
through our 44 member  
organisations



**We facilitate**  
the use of works in  
educational  
institutions, businesses  
and public  
administration by  
granting licences to  
use the works



**We distribute**  
copyright remunerations  
both directly to creative  
industry professionals and  
our member organisations,  
who then distribute them  
forward, for example as  
grants and awards

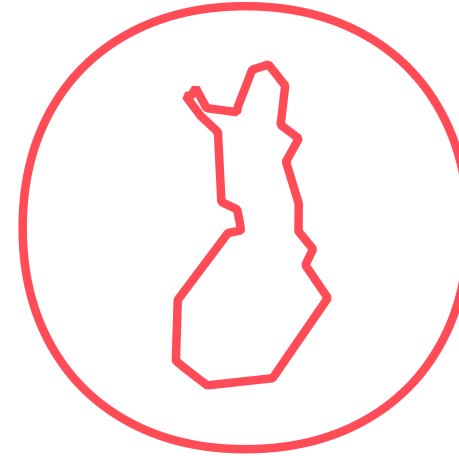


# IN KOPIOSTO...



## **We study**

the use of works  
comprehensively to  
collect and distribute  
remunerations and  
develop licence  
products



## **We influence**

society to strengthen the  
position of creative  
workers, defend  
copyrights and promote a  
positive attitude towards  
copyright

# KOPIOSTO'S MEMBER ORGANISATIONS

## Author organisations

1. Akava
2. Artists' Association of Finland
3. Association for Local Papers' Editors-in-Chief
4. Association of Finnish Film Directors (SELO)
5. Association of Finnish Non-fiction Writers
6. Association of Finnish Radio- and TV Commentators
7. Finnfoto
8. Finnish Actors Union
9. Finnish Animation Guild
10. Finnish Association of Magazine Editors-in-Chief
11. Finnish Association of Science Editors and Journalists
12. Finnish Association of Translators and Interpreters (SKTL)
13. Finnish Comics Professionals
14. Finnish Composers' Copyright Society Teosto
15. Finnish Critics' Association
16. Finnish Illustration Association
17. Finnish Music Creators FMC
18. Finnish Musicians' Union
19. Finnish Playwrights and Screenwriters Guild
20. Finnish Society of Cinematographers
21. Finnish Union of authors writing for children, youngsters and young adults
22. Forum Artis, The Joint Organization for Associations of Finnish Artists
23. Freelance Media Workers' Association
24. Grafia – Association of Visual Communication Designers in Finland
25. Gramex, The Collective Management Organisation for Recorded Music in Finland

# KOPIOSTO'S MEMBER ORGANISATIONS

26. Guild of Finnish Editors
27. Society of Finnish Composers
28. Society of Swedish Authors in Finland (SFS)
29. Swedish speaking Actors Union of Finland (FSS)
30. Theatre, Film and Television Designers
31. Trade Union for Theatre and Media Finland
32. Union of Dance and Circus Artists Finland
33. Union of Film and Media Employees Finland
34. Union of Finnish Radio and TV Journalists
35. Union of Finnish Writers
36. Union of Journalists in Finland (UJF)
37. Union of Theatre Directors and Dramaturgs Finland
38. Visual Artists' Copyright Society Kuvasto

## **Publishing organisations**

39. Finnish Association for Scholarly Publishing
40. Finnish Association of Technical Publishers
41. Finnish Magazine Media Association
42. News Media Finland
43. Finnish Book Publishers' Association
44. Finnish Music Publishers' Association (FMPA)

We make sure creative authors, publishers, and performing artists get the remuneration they are entitled to for the use of their works.

**80,000**

Finnish copyright holders have given their authorisation

**46 M€**

to be distributed to creative workers and publishers

We enable the use of copyrighted publications and audiovisual works easily and responsibly in educational institutions, businesses and public administration.

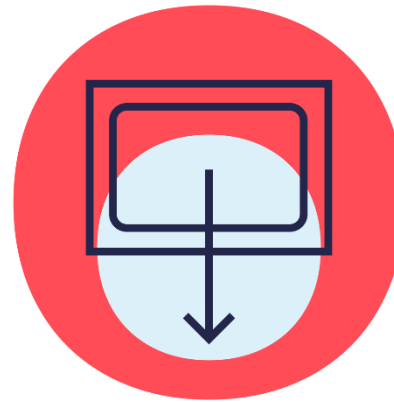
# KOPIOSTO'S LICENSING PRODUCTS AV WORKS



For the use of  
TV programmes in  
education



For the use of TV  
programmes in  
libraries and  
institutions

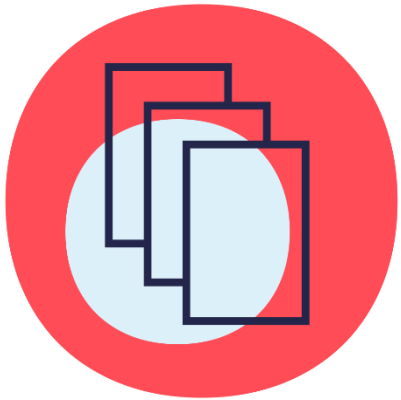


For the online recording  
services  
of TV channels



For the retransmission  
of TV channels

# KOPIOSTO'S LICENSING PRODUCTS TEXT, NOTE, ILLUSTRATION | REPRODUCTION



For the copying of  
publications and  
works

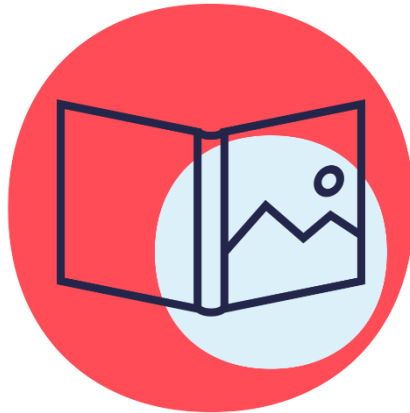


Illustration  
licence for  
libraries



For the use of old  
magazine and  
newspaper  
materials



Use of works in the  
cultural heritage  
institutions

# AVEK - THE PROMOTION CENTRE FOR AUDIOVISUAL CULTURE

Supports versatile Finnish audiovisual culture using copyright funds

- Documentary films, animations, short films, and media art
- The AVEK Award 15 000 euros  
– the most significant accolade in the field of media arts in Finland
- A total of MEUR 70 for over 3,000 audiovisual works since 1987
- A total of MEUR 2,7 during the year 2022

Supports the development of cultural content and cultural entrepreneurship through the DigiDemo and CreaDemo grants granted by the Ministry of Education and Culture.

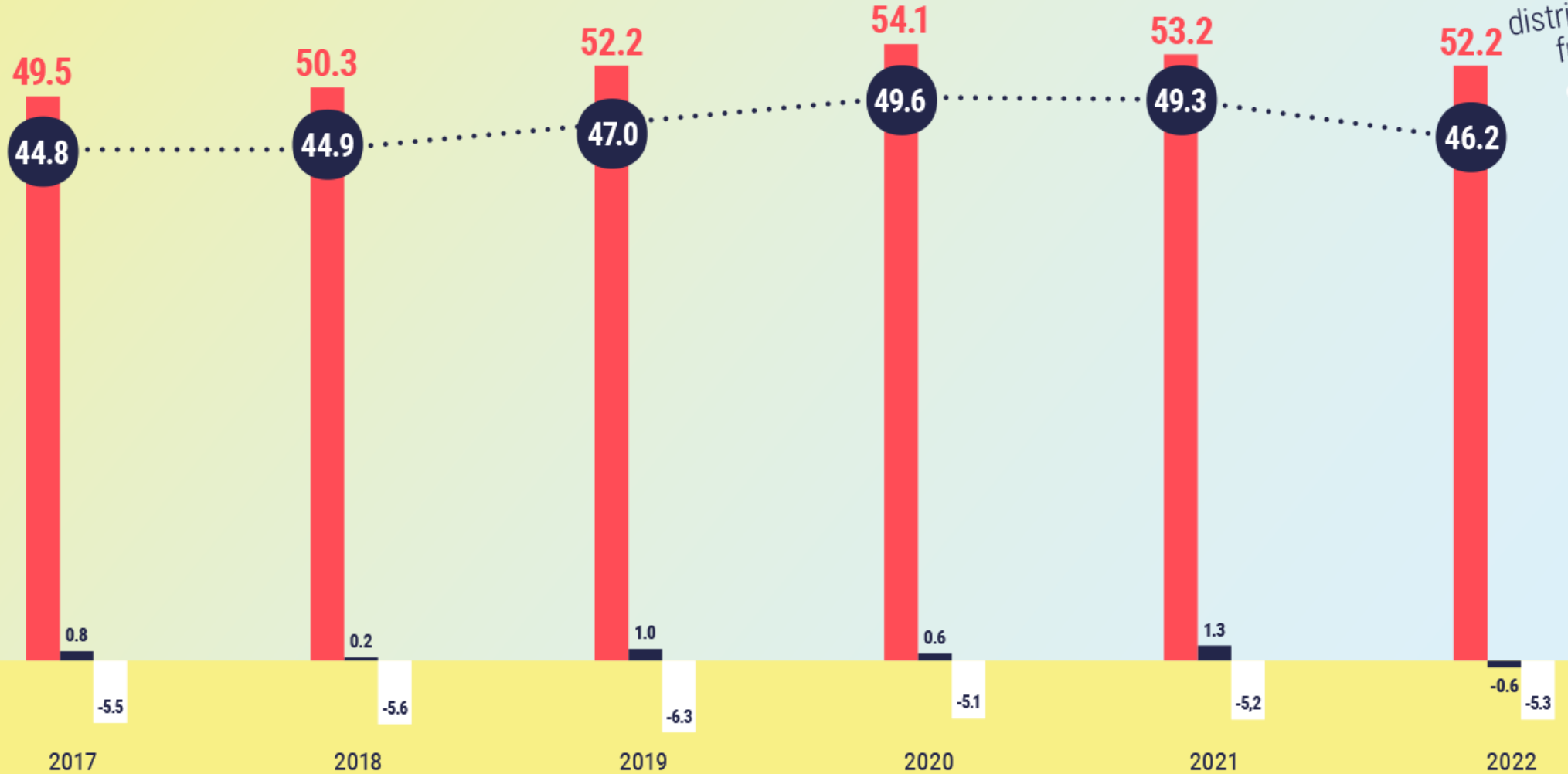
# **KOPIOSTO IN NUMBERS**



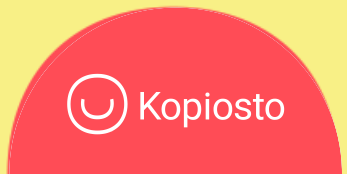
# Revenue and expenses

■ Revenue ■ Other revenue ■ Expenses

MEUR



Transfer to distributable funds



# Revenues 2022

52.2

M€



Audiovisual  
including use of audiovisual works,  
compensation for private copying,  
service revenue



Copying  
including copying of publications,  
public lending right scheme  
and brokerage services



AVEK

# Revenue from the use of audiovisual works 2022

24.8

M€



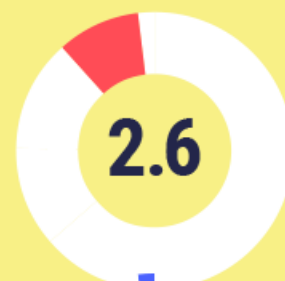
Online recording services for television programmes



Compensation for private copying



Educational use



Retransmission



Remunerations from abroad and other revenue

# KOPIOSTO AUTHORISATION

# WHAT DOES THE AUTHORISATION INCLUDE?

## Licensing

- The right to grant licenses, enter into agreements and collect compensation on behalf of the rightsholders

## Distribution of remuneration

- Individual or collective distribution

## Monitoring rights

- Removing unauthorized material from e.g. the Internet

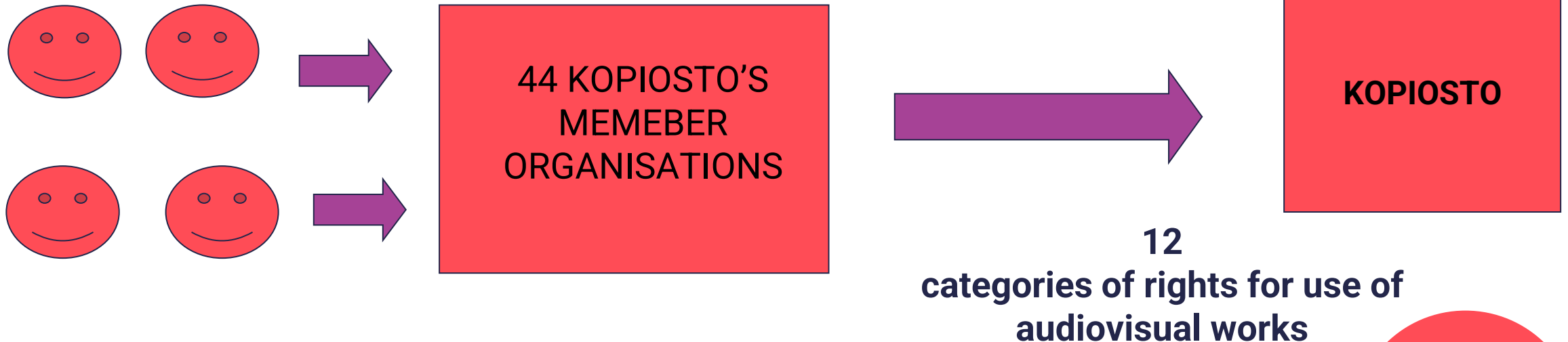
# KOPIOSTO'S MANDATE

Over 80 000 authors,  
performers,  
publishers and other  
rightsholders

Rightsholder transfers  
the mandate to one  
Kopioisto's member  
organisation by the  
Copyright Agreement or  
the Grant of Rights

The member  
organisation  
transfer the  
management of  
the rights to  
Kopioisto

Kopioisto grants  
licenses,  
distributes  
remunerations  
and defend  
copyrights.



# KOPIOSTO'S LICENSES BASED ON MANDATES

## Direct mandates from rightsholders – represented rightsholders

- Domestic repertuary
  - Over 80 000 mandates (a power of attorney or an agreement)
  - 44 member organisations representing different creative fields
- Foreign repertuary
  - Mandate based on reciprocal agreements with foreign CMO
  - Kopiosto has reciprocal agreements with 35 foreign CMOs in audiovisual field and with 27 foreign CMO's in reprographic field

## Non-represented rightsholders

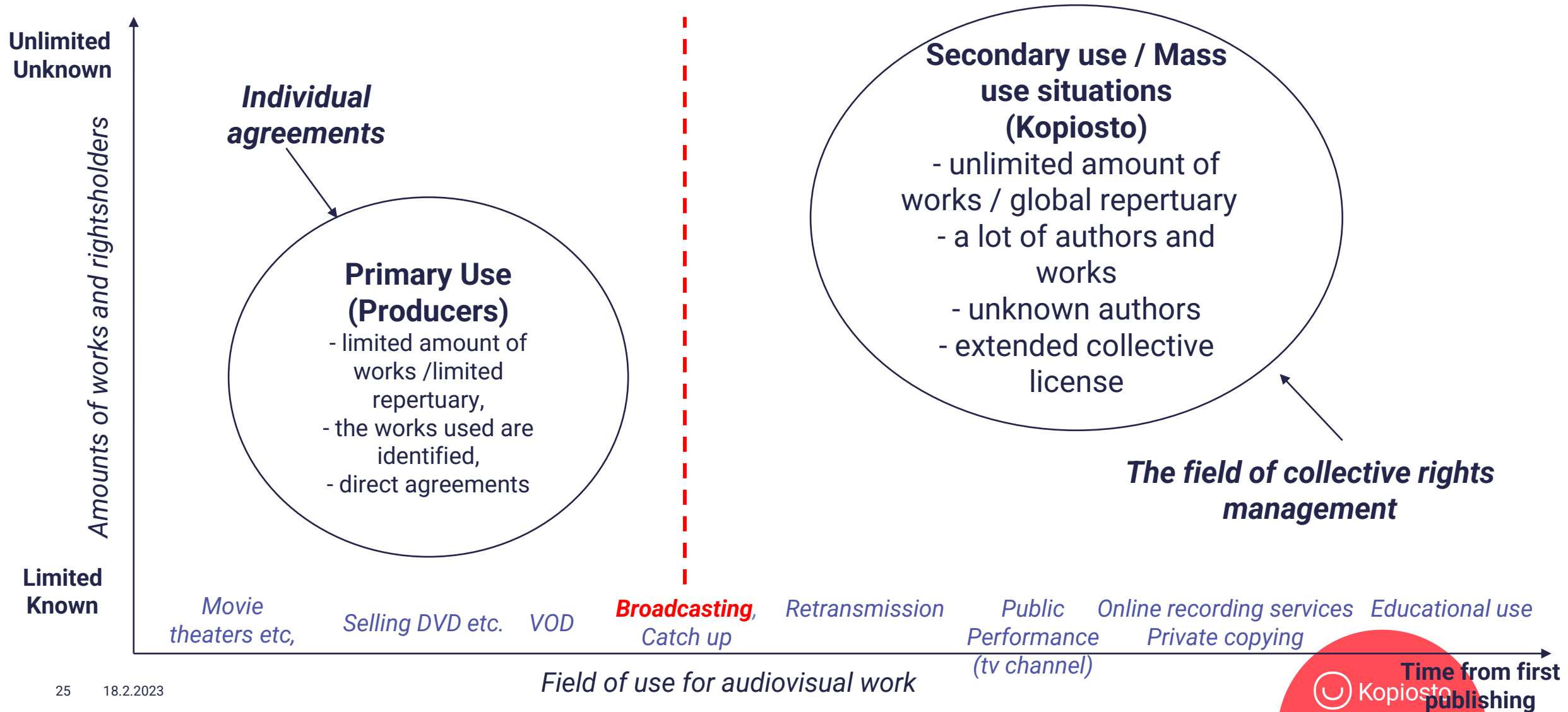
- If there are an extended collective license (ECL) section in the Copyright Act
  - A license agreement will be extended to apply to the rights of rightsholders who have not authorised the CMO to represent them
  - CMO need to have an approved by ministry to operate as an extended collective licensing organisations
  - Kopiosto has ministry's approval in many area of the ECL

# EXTENDED COLLECTIVE LICENSING (ECL)

- Based on the Copyright Act (Section 26)
- Operating as an extended collective licensing organisation
  - requires an approval by the Ministry of Education and Culture
  - CMO should be, on the basis of its mandates, sufficiently representative of rightholders
  - the Ministry approves the organisation for a fixed period (max 5 years)
- Makes it possible for CMO to grant licences also on behalf of non-represented authors
  - All rightholders are guaranteed equal treatment
    - A non-represented rightholder are entitled to remunerations from CMO
  - A rightholder may at any time easily and effectively exclude their works or other subject matter from the license



# PRIMARY AND SECONDARY USE OF AUDIOVISUAL WORKS



# CATEGORIES OF RIGHTS MANAGED BY KOPIOSTO

- Audiovisual works and radio programmes

**AV1 Retransmission**

**AV2 Communication to the public on a cable television network**

**AV3 Simultaneous communication on a data network**

**AV4 Use of a broadcasting company's archived programme**

**AV5 Use for education and research**

**AV6 Use in libraries, archives and museums**

**AV7 Use in institutions and libraries**

**AV8 Online recording services**

**AV9 Public performance**

**AV10 Private copying**

**AV11 Right to remuneration for the retransmission of programmes based on the must-carry obligation**

**AV12 Use in online content sharing services**

# KOPIOSTO'S MANDATE IN AUDIOVISUAL FIELD (1/2)

## 1. Online recording services

- **AV8 Online recording services (25 I §)**

## 2. Retransmission of tv-programs and similar useage (Copyright Act section 25 h and 25 i)

- **AV1 Retransmission (25 h §)**
- AV11 Right to remuneration for the retransmission of programmes based on the must-carry obligation (25 I §)
- AV2 Communication to the public on a cable television network (no licensing)
- AV3 Simultaneous communication on a data network (no licensing)

## 3. Use in educational and cultural heritage institutions

- **AV5 Use for education and research (14 §)**
- AV4 Use of a broadcasting company's archived programme (25 g §) (no licensing)
- AV6 Use in libraries, archives and museums (16 d and 16 g §) (no licensing)
- **AV7 Use in institutions and libraries**

# KOPIOSTO'S MANDATE IN AUDIOVISUAL FIELD (2/2)

## 4. Private copying (radio- and tv-programs)

- **AV10 Private copying (26 a and 26 b §)**

## 5. Public performance (tv-programs etc.)

- AV9 Public performance
- No licensing, yet

## 6. Online content sharing services

- AV12 Use in online content sharing services
- No licensing, yet

# How do AV authors and performing artists receive copyright remunerations from Kopiosto?



# MORE INFORMATION

# MORE INFORMATION ABOUT COPYRIGHT

[www.kopiosto.fi](http://www.kopiosto.fi)

[ImagOA-opas](http://ImagOA-opas)

[www.kopiraittila.fi/academy](http://www.kopiraittila.fi/academy)

In Finnish:

[www.operight.fi](http://www.operight.fi)

[www.tekijanoikeus.fi](http://www.tekijanoikeus.fi)

Finnish Copyright Act

<http://www.finlex.fi/fi/laki/ajantasa/1961/19610404>

Copyright Societies in Finland

[www.apfi.fi](http://www.apfi.fi)

[www.avate.fi](http://www.avate.fi)

[www.gramex.fi](http://www.gramex.fi)

[www.kopiosto.fi](http://www.kopiosto.fi)

[www.kuvasto.fi](http://www.kuvasto.fi)

[www.teosto.fi](http://www.teosto.fi)

[www.sanasto.fi](http://www.sanasto.fi)

# KOPIRAITTIILA ACADEMY

- Self-guided gamified material
- The basic concepts of copyright and useful information about copyright related to studies and study assignments
  - plagiarism, quotations, source references etc.
- Knowledge is shown by quizzes and an open badge
- Free-of-charge online material in Finnish, Swedish and English



[www.kopiraittila.fi/academy](http://www.kopiraittila.fi/academy)



# PROMOTING CREATIVE FIELD



**More information about Kopiosto and copyrights:**

- [www.kopiosto.fi](http://www.kopiosto.fi)
- [www.kopiraittila.fi](http://www.kopiraittila.fi)

**Do you have questions about copyrights in Finland:** [Neuvonta@kopiosto.fi](mailto:Neuvonta@kopiosto.fi)

**Subscribe Kopiosto's newsletter (in Finnish):** [www.kopiosto.fi/tilaa uutiskirje](http://www.kopiosto.fi/tilaa uutiskirje)

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[www.c-info.fi](http://www.c-info.fi)**

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- The icon can also be attached to a PDF document
- By clicking on the ©-info icon, you can find out who made and produced the content
- Enables inquiries for asking permission to use the content for other purposes
- Also enables usage reporting in regard to Kopiosto's copying licence
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# THANK YOU

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