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Desperately Seeking Copyright -- Going Global: Librarians Take on International Compliance Role

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creasing volume of potential hits to identify appropriate content. There are several trends evident in the broader landscape that offer promise.

Existing content providers are incorporating new technologies to take full advantage of ways to provide better access to established resources. Linking across databases, new displays for browsing, exporting citations in the format of choice, emailing articles, sorting search results are all welcome innovations. For example, **Scopus**, **Elsevier's** soon-to-be-released new abstracting and indexing database of 14,000 titles has a feature that allows search results to be sorted by author, source, year, document type, subject area and most importantly citation level. The latter allows the user to prioritize by those "most important." These applications will continue as more users feedback is incorporated into product development.

New formats such as **Morgan & Claypool's Lectures** combine qualities of existing resources to deliver information to meet a particular need. How users work with information will increasingly determine the design of the resource.

Large databases today combine different formats that have been brought together because the content is owned by a single publisher or groups of publishers sharing a platform. Content is content and we're still in the transition phase. Future database developers have the opportunity to rethink how the functions of these different formats fit together and design them to work interactively to deliver a new level of service to the user. For instance embedding definitions of terms that display with mouseovers.

Some publishers are beginning to design tools that enable collaboration among the contributors. This is part of the design behind the soon-to-be-released **Birds of North America Online** by **Cornell's Ornithology Lab**. Authors and editors who work together on certain species will be able to pool their data and share information as part of the updating process for this resource.

Each time a new service such as **Ama-zon** or **Google** is introduced into the consumer market we are delighted with its ability to make our lives simpler by applying function to content. Gone are the days when "Content is King" with its focus on the product. Success in the future will focus on the user and how they will use good quality content.

Our users value their time and their choices reflect that priority. Libraries can increase their value to their users by offering services that save them time — not just providing content. 🌱

Desperately Seeking Copyright — Going Global: Librarians Take on International Compliance Role

by **Edward W. Collieran** (Director, Publisher Relations, Copyright Clearance Center) <ecollieran@copyright.com>

Librarians have long been the copyright experts and compliance watchdogs on campus. Admittedly, it can be a thankless job, and it can seem even more challenging each time technology advances another mile on the information superhighway. In a world that embraces digital communication, concerns once limited to the use of photocopies now apply to e-mail correspondence and the use of online information from global sources.

The ease by which content can now be accessed and shared through digital means has increased the potential for copyright infringement exponentially, and colleges and universities face new compliance challenges. On the one hand, as creators of copyrighted works, academic institutions have a stake in ensuring that works are not reproduced without permission. On the other, these institutions are charged with ensuring faculty and students adhere to U.S. copyright law and the laws of other nations as well. In fact, if recent inquiries to **Copyright Clearance Center** are any indication, compliance with the varying copyright laws of different countries is fast becoming a focus of many campus librarians. Consider the following common scenarios:

- Using an Internet search engine, a professor finds valuable information from a foreign journal he would like to include in classroom coursepacks. He then asks for your help in obtaining copyright permission.
- A professor who is teaching a course in Denmark one semester wants to copy an article from a U.S. newspaper to hand out to her students.
- While researching business practices in other nations, an international business student realizes he needs an English translation of a foreign journal article to share with his classmates.

You are concerned about the copyright implications of these requests, and your instincts are right: copyright law applies. But which country's copyright law applies? The answer depends, in part, on where the work is published and where it is reused.

According to the **Berne Convention for the Protection of Literary and Artistic Works**, works that are protected by copyright in the United States or any other **Berne** convention member country are protected by copyright in all of the 156 member countries. The scope of that protection depends on where the copyright-protected work is used. For example, if you use and share content in the U.S. from an Australian publication, U.S. copyright law applies. That simplifies matters considerably for those who serve students and faculty who are using content primarily within U.S. borders. The situation becomes more complicated if you are providing materials for use by students and faculty outside the U.S., even if the content was published here. Take the professor in the previous example, who is teaching in Denmark. If she wants to include a U.S. magazine article in her class

coursepacks, because the work will be used in Denmark that country's copyright law would apply.

Additional information on the **Berne Convention** guidelines as well as examples of the differences in fair use and public domain from country to country is available in **Copyright Clearance Center's** fall/winter 2004 edition of its academic newsletter, *CCC Extra*. The newsletter can be found through the copyright education section of copyright.com.

Getting help from RROs

On those occasions when you need permission to copy and share foreign works, you have a few different options for getting those rights. Regardless of where the work is published, one approach is to contact the rightsholder directly to obtain the necessary permission—a process that is often complicated by language barriers and varying time zones. A much simpler option is to contact a reproduction rights organization (RRO) and have the RRO secure the permission for you.

According to the **International Federation of Reproduction Rights Organisations (IFFRO)**, which facilitates copyright compliance worldwide, RROs were established to address the increasingly global demand to photocopy scientific and other printed works. RROs facilitate compliance by providing the most streamlined way to obtain copyright licensing. There are currently 41 RROs worldwide, in countries as diverse as Canada, New Zealand, Austria, Hong Kong, Chile and Zimbabwe. **Copyright Clearance Center** is the RRO for the United States, and is a member of **IFFRO**. Together, each year these RROs clear rights for hundreds of thousands of content users to copy and share portions of literally millions of copyrighted titles. They also collect and distribute royalties on behalf of rightsholders worldwide.

Copyright Clearance Center maintains bilateral agreements with RROs from many other countries. Bilateral agreements enable this organization to secure rights for the use of domestic and foreign works and collect and distribute royalties.

An unprecedented opportunity

Clearly, the global content marketplace presents its share of challenges. But it also represents one of the most exciting developments in recent memory. Information, always the lifeblood of education, is more readily available and to a broader audience than ever before. That is good news for those engaged in the pursuit of knowledge in any field, from scientific discovery and technological innovation to in-depth analysis of historical trends and philosophical perspectives.

Just as technology will continue to drive the process of discovery, it will also continue to ease the process of copyright compliance. 🌱

