How Can We Teach Which Rights are Managed by Collective Management Organisations?

ICEPOPs in Edinburgh, 26th June 2019

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Head of Copyright Administration Unit, Hungarian Intellectual Property Office
Lecturer, University of Szeged
2017 GLOBAL COLLECTIONS
(EUR billion)
Well managed copyrights are gold

How will Elton John boost his £320 million net worth after Rocketman release? Expert predicts lucrative exhibition

How J.K. Rowling Earned $95 Million In A Year

The World's Highest-Paid Authors, 2016

<table>
<thead>
<tr>
<th>Rank</th>
<th>Author</th>
<th>Earnings</th>
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<tbody>
<tr>
<td>1.</td>
<td>James Patterson</td>
<td>$95 million</td>
</tr>
<tr>
<td>2.</td>
<td>Jeff Kinney</td>
<td>$19.5 million</td>
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<tr>
<td>3.</td>
<td>J.K. Rowling</td>
<td>$19 million</td>
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<tr>
<td>4.</td>
<td>John Grisham</td>
<td>$18 million</td>
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<tr>
<td>5.</td>
<td>Stephen King</td>
<td>$15 million</td>
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<tr>
<td>6.</td>
<td>Danielle Steel</td>
<td>$15 million</td>
</tr>
<tr>
<td>7.</td>
<td>Nora Roberts</td>
<td>$15 million</td>
</tr>
<tr>
<td>8.</td>
<td>E.L. James</td>
<td>$14 million</td>
</tr>
<tr>
<td>9.</td>
<td>Veronica Roth</td>
<td>$10 million</td>
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<tr>
<td>10.</td>
<td>John Green</td>
<td>$10 million</td>
</tr>
<tr>
<td>11.</td>
<td>Paula Hawkins</td>
<td>$10 million</td>
</tr>
<tr>
<td>12.</td>
<td>George R.R. Martin</td>
<td>$9.5 million</td>
</tr>
<tr>
<td>13.</td>
<td>Dan Brown</td>
<td>$9.5 million</td>
</tr>
<tr>
<td>14.</td>
<td>Rick Riordan</td>
<td>$9.5 million</td>
</tr>
</tbody>
</table>

Source: Forbes magazine
How do right holders get their money?

Contactless payment scheme for street performers

Traditional CMO way
The quest of true CMOs
"Little and often fills the purse."
Schematic Network of the Music Industry
Minimal background knowledge
Teaching methods

https://www.fooduzzi.com

https://theorganisedhousewife.com.au

https://cdn.shopify.com

the EASIEST way to cut WATERMELON (in under a minute!)
The easiest way: CMO register

The CMO Registry
registration, notification

HIPO makes the registry accessible to the public. Searches may be conducted online by anybody based on

- the name of the CMO or
- the type of work, or
- the group of rightholders, or
- the rights represented.

The changes in the registry such as the registration of a new CMO or the amendments to the data of an already registered one are subject to administrative procedures, and the register certifies the recorded data in an authentic manner.
The “no way”: analysing international conventions, treaties, EU directives...

When you fail to know the answer,

you have overcomplicated the question.
A better way: telling stories about (poor) painters

A l'Hôtel des Ventes
(At the Auction Office)

JEAN-FRANÇOIS MILLET – Angelus (Museo de Orsay, 1857-1859)

Banksy: Love is in the Bin (2018)

... and composers.
Let's play a simple game!

- Each CMO/IME has one sheet
- One sheet for individual (direct) license
- Cards for rights and right holders
Hungarian Bureau for the Protection of Authors’ Rights (extracts)

Represented right holders

Managed rights
Bureau for the Protection of Performers’ Rights

Represented right holders

Performers

Managed rights

On-demand

Private Copy Levies

Communication to the public

Cable retransmission
Summary

- Tailor-made
- Country to country
- Simplification
- Use more than one teaching method

Thank you for your attention!

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