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## IFRRO's Global Reach

**D**igital rights, licensing, and legislation were just some of the hot topics at the 39th IFRRO (International Federation of Reproduction Rights Organisations) General Meeting in Boston, the first time in more than 20 years that the global event was held on U.S. soil. The Copyright Clearance Center (CCC) hosted the late-October event for 200-plus delegates representing 50 countries from all corners of the globe.

"The meeting went really, really well," says Tracey Armstrong, CCC president and CEO. This year's theme of Advancing Licensing Solutions for a Changing

World triggered a range of discussions, from technical issues and out-of-print works to options for an international name identifier and the establishment of IFRRO international consortia that includes OCLC and ProQuest.

CCC kicked off the 4-day conference with special sessions at its headquarters in Danvers, Mass. "We had about 108 delegates who attended the seminar," says Armstrong, "and we went through legislative and policy updates." Discussions focused on the Google Books settlements, the CCC Rightslink product, and how the CCC operates.

"Technology was definitely the first item on the collective agenda," says Armstrong. "All the delegates wanted to know the details of what technology we're using, from the kinds of software tools we use to run the systems all the way to how we are designing our rights database."

One of the delegates at this year's meeting was Zimbabwe's Gift Huggins Sibanda, the current director-general of the African Regional Intellectual Property Organization (ARIPO), who is also a member of the advisory board of the World Wide Academy; executive member of the Zimbabwe Standards Association (SAZ); and chairman of the Consultative Committee of WIPO, ARCT, OAPI, and ARIPO.

And, of course, global legislation was a key talk point, including Canada's Bill C-32 and how the country is updating its copyright law. Likewise, Spain is dealing with copyright issues stemming from the recent decision in the Padawan case and the impact of the nation's digital copying tax.

In the global copyright arena, the U.S. is facing different challenges. "One difference is that the U.S. legislative focus has not been on intellectual property [IP]," says Armstrong. "For the last period, our attention has been on healthcare instead of IP issues." Europe is poised to get a copyright overhaul, she says, with the European Commission ready to tackle digital orphan works.

Collaboration on licensing and copyright issues is key. Delegates were intrigued with CCC's educational programs and instructional videos on copyright use that are available on YouTube and the CCC website. "They wanted to find out if they could use the videos to help educate their people," she says. "They want tools ... our clients in other countries want to know how they can help their own rightsholders."



Ken Auletta, author of *Googled: The End of the World as We Know It*, keynote of IFRRO conference in Boston, and Tracey Armstrong, president and CEO of Copyright Clearance Center

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