

## Enhancing the Culture of Reading and Books in the Digital Age The importance of Copyright to Creativity

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### 1. IP STIMULATES CULTURAL DEVELOPMENT

Intellectual Property (IP) is indispensable to culture, cultural identity and diversity, knowledge and education. Local content contribution is invaluable in this respect. The opportunity to consume cultural goods and teaching material created by imagination which originates from a context with which we are familiar, i.e. products using expressions, images, symbols, and an affective language with which we are familiar, is priceless to a strategy to promote cultural autonomy and diversity.

### 2. ECONOMIC IMPORTANCE OF COPYRIGHT

IP and the copyright sectors are also important to the development of a nation's economy, not only to the dominant ones such as the US<sup>1</sup> and the European Union Member States (of the 15<sup>2+3</sup>). Also in countries with less important GDPs<sup>4</sup> per capita the copyright-based industries are often among the most important contributors to the economy and employment.

How we therefore go about to stimulate intellectual creativity and create frameworks allowing IP industries to prosper and grow, is of vital importance.

<sup>1</sup> National Studies on Assessing the Economic Contribution of the Copyright-Based Industries, WIPO, Creative Industries Series 1, May 2006. USA: 12% of GDP/6.9% of employment; Canada 5.4% of GDP/-6.9% of employment; Latvia 4% of GDP/4.4% of employment; Hungary 4% of GDP/7.1% of employment; Singapore 5.7% of GDP/5.8% of employment

<sup>2</sup> EU's 15 Member States prior to the enlargement in 2004

<sup>3</sup> The Contribution of Copyright and Related Rights to the European Economy, 20 October 2003, [http://europa.eu.int/comm/internal\\_market/publications/docs/report-copyright-contribution\\_en.pdf](http://europa.eu.int/comm/internal_market/publications/docs/report-copyright-contribution_en.pdf)

<sup>4</sup> Gross Domestic Product

### 3. STRENGTHENING LOCAL IP INDUSTRIES

Within the copyright industries the print media is often the single most important contributor to economy and employment. This is e.g. true for some half of the EU 15<sup>2+3</sup>.

#### The Importance of Textbook Publishing

In respect of book and journal publishing, scholarly publishing is generally the engine of the industry. In South Africa, for instance, educational publishing represents 74% of the locally published material<sup>5</sup>.

In developing countries it has long been recognised that the solution to a prosperous print publishing industry lies in being strong in text book publishing<sup>6</sup>. And it is true also in general. Locally produced works for education frequently represent a major portion of the teaching material in countries where they benefit from adequate legislation and protection from infringement on their rights. From learning and cultural perspectives this is of great value.

Providing reasonable conditions for textbook publishing and protecting it from unauthorised reproduction therefore potentially stimulates the national book and journal production. Unauthorised and uncompensated reproduction may have the opposite effect.

### 4. ACCESS TO COPYRIGHT WORKS

Intellectual property is important to education, knowledge and culture to the extent it is made accessible to users. Main access channels include book stores; subscriptions; direct sales of books/journals/access/-downloads from publishers and authors or their representatives; and libraries.

<sup>5</sup> [www.picc.org.za/pdf/PICC\\_Cost%20of%20books%20studyFinal.pdf](http://www.picc.org.za/pdf/PICC_Cost%20of%20books%20studyFinal.pdf)

<sup>6</sup> E.g. Venance Kacou, PDG Editions CEDA at IPA 2<sup>nd</sup> Symposium (ISBN 2-7111-1070-2, page 150)

In respect of uses which authors and publishers do not wish to license themselves, for instance fragments of published works, RROs (Reproduction Rights Organisations), where they exist, play an important role as intermediaries between copyright holders and the user communities.

Access is thus best and most adequately and comprehensively provided through individual supported by collective licensing. Exceptions to exclusive rights in legislation will always offer limited access only.

## **5. COPYRIGHT STIMULATES CULTURE**

Both from a cultural and an economic perspective there is thus every reason to provide incentives for the local IP sectors to expand, and for protecting them against infringement. In this, I am confident that librarians and copyright holders share a common goal.

Copyright is the basis for creativity and the publishing industry. Authors and publishers as the copyright holders therefore request a copyright regime which protects against infringement on their rights where access to their content is granted through licensing.

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