Avoiding Orphans
Finding Rights Holders and Doing Business

Sarah Saunders Electric Lane

Orphan Work

- Rights holder can’t be located
- The image can’t be legally used (at the moment)
Rightsholders

CREATOR
- Professional photographer
- Private individual

COPYRIGHT HOLDER

LICENSOR
- Agent or picture library
- Distributor or reseller

ALL THESE RIGHTS HOLDERS NEED TO BE FOUND
Orphans

Which one can I use???

Find rightsholder

- Use metadata – but what if it’s missing?
- Globally Unique Identifier
- Search text databases – not much use if there’s no data with the image
- Search image libraries – many places to search
- Visual search – but there may be many versions of an image online
Two types of people

- Those who want to use rights legally - MAKE THINGS EASIER FOR THEM

- Those who want to avoid paying for licensing or don’t care about copyright - MAKE THINGS DIFFICULT FOR THEM

Options

Orphan Works

Positive ID Database

Orphan works - no information accessible

Positive ID - licensing info accessible
Google search

Which one can I use???

These should not be used
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POSITIVE ID

- ONLINE DATABASE
  - Photographer Library database
  - Image Library database
  - Aggregated image database
- EMBEDDED INFORMATION
  - IPTC Metadata
  - Fingerprinting
- VISIBLE LICENCE ICON
  - Creative Commons
  - Picscout Image Exchange
- VISUAL INFORMATION
  - POSITIVE ID
  - Visual search

Registries

- Unique ID requires appropriate technology and a registration body
- Registries can hold changing data associated with an ID
Global Registries

- GUID’s created at image capture can play a part, but cannot be applied retrospectively
- Registries can be linked to form a super-registry hub (PLUS can do this)

Digital Content Exchange

- User
- Content: Pictures, Audio, Video, Text
- Rights: Who owns which rights? How can this content be used?
- Delivery
A Picture Library!

A multimedia world

- Music, video, books have their own systems
- Rights are expressed differently
- How to develop global cross media
Solutions

How can we decide on the best solution for the industry?

Help set the framework at this afternoon’s session

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Questions

● What are the circumstances where use of orphan works is justified?

● What should a registration body look like?

● How do we best protect the concept of copyright?

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'Orphan Works and Image Licensing'
www.cepic.org

Embedded metadata manifesto
www.embeddedmetadata.org

www.iptc.org
www.electriclane.co.uk