

ARROW

The ARROW Plus project Press Dossier

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Content

	Page
Introduction	3
About ARROW Plus	3
What is ARROW system?	3
ARROW and the European institutions	4
ARROW Plus Partners	5
Work Packages	6
Stakeholder benefits	6
Some key milestones	8
Expected results	8
Contact	9

Introduction

European national libraries, authors, publishers and RROs¹, the collective management organisations for text and imaged based works – working through their main European associations and a significant number of national organisations – proposed a targeted project to address in a single framework the fundamental issue of rights information management to underpin the digital library initiatives. The challenges of orphan works, out-of-commerce books, clearance of protected material and interoperability between public and private collections could be overcome only through setting up the **rights information infrastructure** that the ARROW project delivered in early 2011, moving towards a more inclusive digital library.

Following the ARROW project, the European Commission recognized the work performed by the ARROW project consortium by co-financing a new phase for ARROW: **the ARROW Plus project**.

About ARROW Plus²

ARROW Plus is a Best Practice Network project selected under the European Commission's Competitiveness and innovation framework programme, running from 1 April 2011 till 30 September 2013. ARROW Plus builds on and further implements the ARROW system, which it aims at refining after the piloting phase in France, Germany, Spain and United Kingdom. The objectives are also to increase the number of countries in which ARROW is used; and to broaden the types of works for which it is used to include visual material. Under ARROW Plus a legal entity will be constituted to prepare for the implementation of the business model. The project contributes to the goal of the European Commission and European Parliament to make European cultural heritage legally accessible through an innovative way of establishing rights status in and facilitating rights clearance of copyright works.

What is the ARROW system?³

ARROW is a tool to assist 'diligent search' for the rights status and rightsholders of text-based works in an automated, streamlined and standardised way, thus reducing time and costs of the search process.

ARROW helps to connect users with rights information by means of an easy to use system.

Piloting the ARROW system

The ARROW system can, as from September 2011, be used to search for works published in France, Germany, Spain and the United Kingdom.

¹ Reproduction Rights Organisations

² Further information material on ARROW Plus is available here: <http://www.arrow-net.eu/infomaterialplus>

³ For more detailed information on the ARROW system, please see: <http://www.arrow-net.eu/presenting-arrow-system>

ARROW and the European institutions

During the last couple of years, besides giving financial support, the European Commission and the European Parliament have on numerous occasions expressed support for ARROW. Such support can be summarised in the below references.

On 24th May 2011, the College of Commissioners adopted a proposal for a Directive on certain permitted uses of orphan works. The text which now has to be approved by the **European Parliament** and the Council, recommends the use of ARROW to perform a diligent search in the country of first publication of the work. It is a recognition for the work conducted by the ARROW consortium.⁴

The **European Commission** Communication published in May 2011, entitled *A single Market for Intellectual Property Rights, Boosting creativity and innovation to provide economic growth, high quality jobs and first class products and services in Europe*, makes explicit reference to ARROW: "(...) The Commission is already supporting the Accessible Registries of Rights Information and Orphan Works (ARROW) to identify right holders and clarify the rights status of a work, e.g., whether it is an orphan or out-of-commerce work.". The reference is linked to a paragraph on technology and database management and the EC support to such new developments: "It will encourage and support projects undertaken by various stakeholders to develop automated and integrated standards-based rights management infrastructures".⁵

The EU Commissioner Neelie Kroes' speech on the ARROW launch event (March 2011) commended ARROW as a unique collaboration of 29 organisations representing all stakeholders. She said that her vision is that "One search in ARROW should be all that it is needed to determine the copyright status of cultural works in Europe. If it were embedded in the forthcoming Directive on orphan works, ARROW could become the official portal in Europe where you can find essential rights information and do automated searches of rightholders and copyrights". She concluded that ARROW's potential was huge and that it was leading the way to show how stakeholders can work together towards the digital future.⁶

In January of 2010 the Final report of the High Level Expert Group appointed by the **European Commission** on Digital Libraries: "Digital Libraries: Challenges and Recommendations for the Future." was disseminated. The report consolidates and summarises the advice provided by the HLEG in the period 2006-2009. The document includes several broad references to the ARROW project.⁷

The European Parliament, adopted on 5 May 2010 the Committee on Culture and Education's Report submitted by MEP Helga Trüpel on "Europeana, the next steps"⁸. This own-initiative report notes

⁴ http://ec.europa.eu/internal_market/copyright/docs/orphan-works/proposal_en.pdf

⁵ http://ec.europa.eu/internal_market/copyright/docs/ipr_strategy/COM_2011_287_en.pdf

⁶ <http://europa.eu/rapid/pressReleasesAction.do?reference=SPEECH/11/163&format=HTML&aged=0&language=EN&guiLanguage=en>; <http://www.arrow-net.eu/news/arrow-project-presents-its-results-substantial-benefits-using-arrow-retrieving-copyright-inform>

⁷ http://ec.europa.eu/information_society/activities/digital_libraries/doc/hleg/reports/hlg_final_report09.pdf

⁸ <http://www.europarl.europa.eu/sides/getDoc.do?type=TA&reference=P7-TA-2010-0129&language=EN&ring=A7-2010-0028>

ARROW as a “very useful tool(s) in facilitating the rights clearance for orphan works.” The document also states that the European Parliament “welcomes and supports initiatives, such as the ARROW project, partnered by both rights-holders and library representatives, in particular since these seek to identify rights-holders and their rights, and clarify the rights' status of works including whether these are orphan or out of print.” The European Commission welcomed in a press release on the same day the European Parliament report.⁹

⁹ See the related press release by the EC:

<http://europa.eu/rapid/pressReleasesAction.do?reference=IP/10/539&format=HTML&aged=0&language=EN&guiLanguage=nl>

ARROW Plus Partners

The ARROW Plus public-private-partnership involves high-level know-how from 33 stakeholder representatives from all relevant parts of the book value chain in Europe: national libraries and domains-library catalogues, authors including visual artists, publishers and collective management organisations, as well as technology developers and ISBN agencies in 17 European countries: Austria, Belgium, Bulgaria, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, the Netherlands, Poland, Portugal, Romania, and Spain.

Libraries

Central Institute for the Union Catalogue of Italian Libraries and Bibliographic Information (ICCU)

*Conférence of European National Libraries (CENL)**

*French National Library (BnF)**

National Documentation Centre/National Hellenic Research Foundation (EKT), Greece

National Library of the Netherlands (KB)

University of Innsbruck (UIBK), Austria

*St. Cyril and Methodius National Library of Bulgaria**

Publishers and Booksellers Associations

Italian Publishers Association (AIE)

Publishers and Booksellers Portuguese Association (APEL)

Boek.be, Belgium

Hungarian Publishers' and Booksellers' Association (HPBA)

*Latvian Booksellers' Association**

Lithuanian Publisher Association (LLA)

ISBN Agencies

Marketing und Verlagsservice des Buchhandels (MVB), Germany

Collective Society representing Authors

Maison des Auteurs (MDA), Belgium

Reproduction Rights Organisation (RROs)

CEDRO, Spain

*Copydan Writing, Denmark**

Irish Copyright Licensing Agency (ICLA), Ireland

*Kopioisto, Finland**

OSDEL, Greece

Polska Książka, Poland

International Organisations

Coordination of European Picture Agencies (CEPIC)

EDiTEUR

European Visual Artists (EVA)

European Writers' Council (EWC)

*Europeana Foundation**

Federation of European Publishers (FEP)

International Federation of Reproduction Rights Organisations (IFRRO)

Technology Developers

BeeNear, Romania

CIELA, Bulgaria

Consorzio Interuniversitario per il Calcolo

Automatico dell'Italia Nord Orientale (CINECA),

Italy

Di-Tech, Italy

* *External supporters*

Work Packages

The ARROW Plus project is organized in the following 7 Work Packages:

	Work Packages (WP)	WP Leaders
1	Project management	AIE - Associazione Italiana degli Editori
2	Dissemination and network building	IFRRO - International Federation of Reproduction Rights Organisations
3	Organising and coordinating national initiatives	FEP - Federation of European Publishers
4	System enhancement and Maintenance	CINECA - Consorzio Interuniversitario per il Calcolo Automatico
5	Product management of new Registries	MVB - Marketing- und Verlagsservice des Buchhandels
6	Inclusion of visual material	EVA - European Visual Artists
7	Validation	UIBK - University of Innsbruck

Stakeholder benefits

Target user	Benefits
Libraries	Reduce costs for right management in digitisation programmes
Book trade supply chain	To improve the book data infrastructure as prerequisite
Book standard community	To better serve the book community approaching three issues: a) improve the link between ISBN data collection and books in print management b) collecting data about ebooks c) start deploying the ISTC
Collective management organisations	To serve their members through clearing rights in the field of digital libraries
Visual art community	To pilot the Arrow tools for images contained in books To prepare a feasibility study for further broadening the ARROW scope to visual art

Some Key Milestones

- Assessment of the ARROW Business Model (June 2012)
- Establishment of ARROW legal entity (July 2012)
- Publication of report on visual material and ARROW (September 2012)
- First pilot of new system elements (October 2012)
- ARROW conference to present ARROW and results of ARROW Plus (October 2013)

Expected results

- Increase networking in stakeholder communities
- Integrate more data sources into the ARROW system
- Improve the book data structure in participating countries and in Europe
- Facilitate clearance of rights for out-of-commerce and orphan works

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