

**PUBLIC CONSULTATION OF EUROPEAN COMMISSION ON THE CONTENTS
ONLINE IN THE SINGLE MARKET**

SEDES spa Ghisetti e Corvi Editori position

Sedes spa Ghisetti e Corvi Editori have been working in the area of Italian school publishing for 70 years. Their catalogue offers paper and multimedia publishing products for various school levels from primary to secondary of second degree. The range of the proposals covers all the subjects, but its core business is in the scientific field, and mainly in mathematics.

Activities online

Our presence online dates back to 1997, when the **web site** www.ghisettiecorvi.it was built. Since 2003 the **area for teachers** has started: it is the area of support to didactics with publication of supplementary contents.

In October 2006 a service of **platform e-learning** Virtual School: the platform (Claroline type) delivers exercise activities SCORM compliant.

New technologies for school

The digital didactic contents of the reserved area and of Virtual School are offered as added value in comparison with paper production: such a proposal intends to build a culture of re-mediation, i.e. of presentation of the new media through a progressive and balanced integration against the instruments of traditional didactic. By analogy with what happened for the diffusion of modern digital ways of communication (mobile telephones, tv on demand, Internet) we deem necessary a period of **promotion** and **incentive** to the use of new technologies (free service, access made easy) so that school world acknowledges its didactic effectiveness.

To get this aim it is necessary to have the **synergistic convergence** of various actors both from the scholastic system (institutions, schools, teachers) and from the publishing system. We think that today Italy has still many critical aspects that prevent a full development of digital publishing: technological culture backwardness, didactic of subjects not updated to the new ways of teaching-learning, economic incentives to train the teaching staff and to acquire contents.

Public incentives (National and European)

Ghisetti e Corvi Editori hope that the project **DIGISCUOLA**, due to the European funds CIPE, can be a turning point and of massive experimentation for the market of digital didactic contents. The active involvement of the publishing company in every stage of conception and planning of the experimentation-identification of technical standards, drawing up of guide-lines to completion of metadata, supply of CDD – witnesses the will to operate in different directions that can realize also in Italy a market of digital didactic products: guarantee of the scientific accuracy of the contents, quest for plus as for didactic effectiveness, technological performance, interconnection of supply systems of digital didactic contents.

Copyright

Ghisetti e Corvi Editore believe that the development of a market of digital didactic contents Europe-wide cannot leave out a **reorganization** of the present **regulations** as for **copyright**. Italian situation thereabout is problematic and confused. In sixty years after Law 633/41 we have seen additions and changes following one to another. Such corrections have the advantages to take into consideration the European instructions (mainly Instruction 29/2001/CE of the D.Lgs. 68/2003) and at the same time have the disadvantage to create an hotchpotch of regulations, sometimes also

not homogeneous, instead of a organic law which would be necessary to a society based on technology of information both digital and not.

Ghisetti e Corvi Editore think that together with an adjustment of the regulations that are written to protect the rights of the author of digital creations, it is necessary to operate for the promotion of a **concept of copyright** with the end-users of such creations.

The experience of the boom of digital music downloaded through Internet should be a reference point: once overcome the technological problems (the download of a file MP3 of 3 MegaByte has passed from 15-20 minutes to 3-5 seconds) has automatically started a procedure of download of files that the majority of end-users feels as not illegal. It is necessary that the institutions and the persons in charge of the digital publishing market promote initiatives with the intent to spread the education of the end users. This **education** should awaken the consciousness that the market of mind creations can only exist if the authors and the publishers are paid. This means that the new systems of DRM that the European Community should take into consideration are **not meant only** as **technological** measures made to protect the digital object, but as wider techniques covering all the aspects of the matter as for contracts, legal rules and technologic solutions, so as to economically exploit and run the administration and the use of digital contents.

DRM

At present digital didactic contents of Ghisetti e Corvi Editori (reserved area And Virtual School) are free and available to all the teachers who choose a school book of the publishing company.

DRM system in use covers the adoption of technological measures of **active protection** (only for access not for the copy); such system corresponds with what is provided for by art. 102-querter and 102-quinquies of D:Lgs. 68/2003, i.e. to the power of the proprietors of copyright and of all the rights connected to it to use electronics system on their works to guarantee its legal protection. The **authentication credentials** that verify that the end user can have access to the digital contents are as follows:

- for the first access an **alphanumeric code** supplied by the publishing company in a sealed envelope directly to the teacher;
- for all the following accesses the **user id** and the **password** established at the moment of enrolment of the user in a free and personal way.

Digital didactic contents of the reserved area (mainly files in pdf) have **no passive protection** (watermarking, fingerprintings) but supply only on every virtual page information about the proprietors of copyright and connected rights (authors, publishr, editors if any, translators). The digital didactic contents in Virtual School are metadated following the **standard LOM** adopted by the project DIGISCUOLA: therefore they contain all the necessary information to identify the copyright of every product. **DOI standard** has been adopted to identify every didactic content.

Conclusion

Ghisetti e Corvi Editori hopes that this public Consultation may offer the opportunity to propose campaigns to awaken and promote the culture of copyright, essential instrument to guarantee, also thanks to a correct remuneration, the digital future of producers (authors, publishers) of mind creations.

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