

13th November 2013

Licences for Europe

GESAC statement

The development of copyright licensing solutions to improve the access of smaller scale users to collective licences of the global repertoire is already a reality for authors' societies and their members – the composers, songwriters and publishers of musical works. The way licences are already offered and the scope of licences has been evolving, all aimed at making it easy, efficient and speedy for smaller users to get a licence for musical works. Existing initiatives are undertaken by individual societies.

The existing licensing solutions:

- Improve how licences can be purchased, by developing e licensing solutions - licence forms available online or one click licences for purchase on the society website
- Design licences so that they are short, plain language, simple terms and offer simple tariff rates and/or tariff calculators online, so that they are easy to understand
- Offer solutions for lower volume uses and for SMEs and individual users
- Cover a range of online and offline usages, including events, recording of CDs, streaming and downloading
- Improve awareness of how and where to buy a licence, by development of information portals and signposting to licences

Users that benefit from these licences include start-up online services, museums, schools and businesses with websites, makers of wedding videos, webcasters/podcasters etc.

As an outcome from the Licences for Europe programme, GESAC has committed to develop best practice guidelines for micro-licensing by authors' societies. These guidelines will promote small scale licensing solutions and promote their availability from all GESAC members and in all Member States. These guidelines will:

- Define small scale users and uses
- Promote the best in market among existing initiatives
- Support authors' societies where issues of law and contracting online still pose a barrier
- Lead to a level of standardisation in scope and structure
- Involve discussions on updating the guidelines regularly to develop new on best practices
- Engage with other stakeholders on micro-licensing solutions.