

The logo for ALCS (Authors Licensing Collecting Society) is located in the top left corner. It consists of the letters 'ALCS' in a bold, white, sans-serif font, set against a black rectangular background. The overall slide design features a large, stylized graphic on the left side, composed of a teal triangle at the bottom, a black triangle at the top, and a diagonal band of a black and white checkerboard pattern separating them.

ALCS

AUTHORS AND PUBLISHERS

Licensing in practice

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Background to ALCS

- Established in 1977 by writers to campaign for PLR
- Early collections for German PLR, cable retransmission and reprographic rights
- Now representing over 100k writers; over £500m has been paid out
- Agreements in place with writers' bodies in 45 countries worldwide
- Writers remain at the heart of the governance structure
- Regulated by the Collective Management of Copyright (EU Directive) Regulations (2016)

What do we do?

License 'secondary use' of writer's works:

- Reprographic/ digital copying
- Lending
- Cable retransmission
- Educational use of audiovisual works
- Private copying

CMOs and print media

- CLA collates mandates for published content
- Sectoral licensing: education, business, public sector
- Extent limits: extracts of works/ substitution of sales
- A voluntary scheme with limited statutory support
- Transition from reprography to digital content

CMO licensing Models

Various models apply for CMOs licensing print works:

- Voluntary schemes
- Voluntary + legislative support (Extended collective licence)
- Legal licences (statutory right to copy, copyright levies)

Copyright and Rights in Performances (Extended Collective Licensing)
Regulations (2014)

Non-licensing activity 1: Public affairs

Supporting and preserving a writer's right to fair remuneration:

- Advocacy unit responds to UK/EC/WIPO policy reviews and consultations
- All Party Parliamentary Writers' Group
- International Authors Forum <http://internationalauthors.org>
- Commissioning research <https://www.alcs.co.uk/research>

Non-licensing activity 2: Cultural support

ALCS provides support for various activities:

- Funding for prizes and awards
- Festivals, conferences, debates
- Copyright education programmes

Future challenges

- Finding creative solutions for new services around high volume-use, such as user-driven digital platforms and institutional archives
- International outreach initiatives to standardise rights data and achieve connective licensing systems
- Aligning copyright policy with the reality of ever-evolving content markets
- Misinterpretation of copyright's function amongst 'digital natives'