



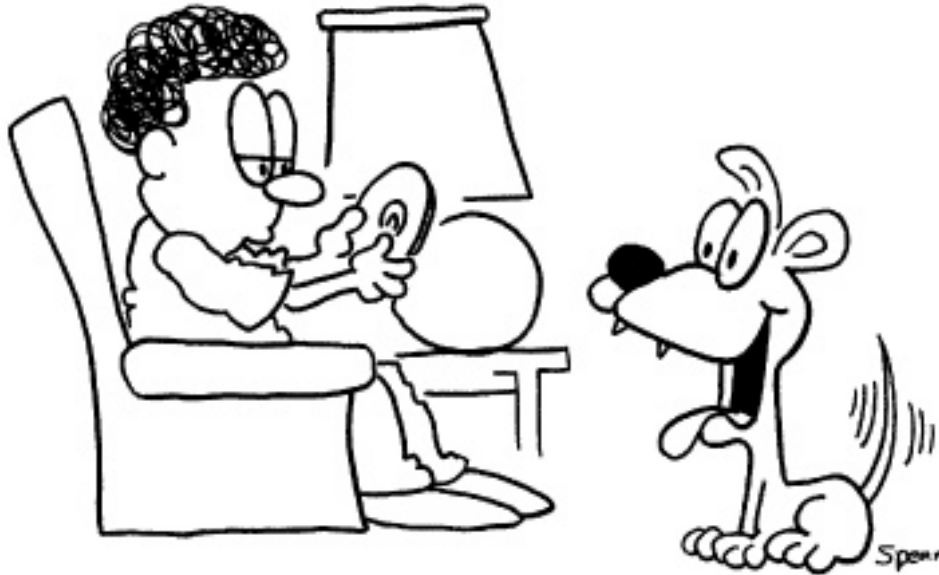
Australian
National
University

Multimedia and copyright

ANU Library

- Multimedia - scope
- Legal framework
- DVDs – tips
- Online (e.g. Youtube)
- Broadcasts (Part VA)

© 2009 Kevin Spear kevin@kevinspear.com www.kevinspear.com



Bruce tries to combine the old with the new by curling up
and reading a classic on CD-ROM.

Kevin Spear **Literature in the tech world**
<https://www.flickr.com/photos/spcartoons/4169193512>

New technology, new copyright issues

Copyright

- ANU Copyright web site
<http://copyright.anu.edu.au>

Copyright is important

- It protects your rights as authors/creators
- It protects all author/creator rights
- Penalties for breaches



Multimedia

Covers material with generally more than one type of format and generally online or digital

Legal framework

Educational use

- Statutory licences
 - Part VB – the statutory text and artistic licence for educational copying of literary, dramatic, musical and artistic works
 - Part VA - Statutory Broadcast Licence for Copying of Television and Radio Programs
- Can use freely available material, material you have permission to use, and more....

DVDS

- Great resources – some questions
 - Does the university own copyright?
 - Has copyright expired?
 - Was it published/released under a Creative Commons licence?
 - Have you or the library acquired the educational use rights?

If your answer was yes to any one of the questions



http://commons.wikimedia.org/wiki/File:P_yes_green.svg

Or...

- Was the copy acquired for personal use?
- Does it state (look at the cover and play the dvd) that the copy is only for personal use?

Then the copy you have

- Cannot be used for teaching unless you obtain the rights for use OR
- It is used under the statutory licence (see later)



Online resources

- Links generally do not require permission
- Communicating the resource (e.g. playing it in class) to students need to be in accordance with a licence or other requirements (look at the website the resource is on in detail)
- The rights do not usually extending to copying the resource you have played into DLD or ECHO360 (read the website)

Tips

Tips:

- if the website is called Pirate something they are unlikely to be offering a copy you can use
- Open Educational Resources (OERs) are increasingly multimedia

Part VB licence

- allows universities, TAFEs and schools to make multiple copies of literary, dramatic, musical and artistic works for educational purposes. Payment is made to Copyright Agency.



You can

copy and communicate text and artistic works in both hard copy and electronic form, including:

- printing from electronic material such as websites, e-books or CD-Roms...
- making electronic copies of works (eg saving to disc)...

Tips:

- Part VB licence allows up to 10% only
- Link to web sites rather than copying
- Acknowledge all material with a proper and accurate citation
- Seek advice

Part VA licence

- It permits copying radio and television programs including programs from:
 - free-to-air radio and television;
 - satellite and subscription (pay) radio;
 - also podcasts and webcasts which originated as television and radio broadcasts and which are available on the broadcaster's website;
 - communicate the material to their staff and students via an intranet, repository or learning management system (LMS)

Screenrights licence

Under the licence you can copy:

- Any program – movies, current affairs, documentaries, news
- Any amount – copy five minutes or an entire drama, make one copy or 20, it's up to you
- Anywhere – make copies at home or in your library

Screenrights licence

- From any channel – copy from free to air TV, pay TV or radio
- Podcasts and vodcasts – copy broadcast material made available online by the broadcaster
- In any format – copy onto VHS, DVD or store on a hard drive or other device
- From old copies – update your VHS copies by putting them in digital format

You can

- Show them in class
- Keep them in the library as an ongoing resource
- Store them on a network for staff and students
- Email them to staff and students
- Show them on an electronic whiteboard

- Payment is made to the Screenrights. Payment is made by each university, with UA negotiating the licence under the direction of Vice-Chancellors.
- Physical copies must contain the prescribed form of notice have a notice on the item or the box. When communicating broadcasts to students it is also a requirement to include the prescribed form of notice.





- Over to you.....