

regional newspapers

& Printers Association of Ireland

COPYRIGHT AND INNOVATION – A *CONSULTATION PAPER*
A RESPONSE TO THE COPYRIGHT REVIEW COMMITTEE

June 28, 2012

The Regional Newspapers and Printers Association of Ireland

The Regional Newspapers and Printers Association of Ireland (RNPAI) was incorporated in 2008. It represents an amalgamation of the former Provincial Newspapers Association of Ireland (established 1919) and the Irish Master Printers Association. With a membership of 37 companies, the RNPAI represents its member title and printing companies on many national bodies including the Press Council, the Advertising Standards Association of Ireland, the Institute of Advertising Practitioners of Ireland, IBEC, Fas, and the Joint Industry Committee.

Copyright and Innovation – A Consultation Paper

RNPAI has had sight of responses to the Consultation Paper made by **National Newspapers of Ireland**, and by **Newspaper Licensing Ireland**. We fully endorse the content of those submissions. We urge the Review Committee to take note in particular of the following arguments:

- The Consultation Paper seeks in many ways to distinguish copyright holders from innovators, failing to recognise that creators of copyright material are, by definition innovators. Rather than acting as a barrier to innovation, copyright drives innovation, by providing both incentive and reward for the creation of quality material. This serves public policy, in promoting the availability of innovative copyright works.
- It is paramount that the Review Committee appreciates the central role that licensing plays in the copyright system, particularly collective licensing. It is the most efficient way of providing access to copyright material, and at the same time helps to contain copyright infringement. To support rather than undermine licensing solutions will therefore enhance the availability of increasingly sophisticated legal offerings and ultimately deliver the best possible solution for both consumers and business re-users of protected material.
- With reference to the proposals in the Consultation Paper relating to news marshallings, we point out that those who unlawfully reproduce newspapers online the content without reasonable remuneration pose a significant threat to the survival of bona fide news providers. We regard it as indefensible that, notwithstanding that news marshallings has been found to be unlawful in many European jurisdictions; the Consultation Paper considers measures to promote this activity.
- The greatest barrier to innovation, in copyright terms, consists in online infringement. We respectfully suggest that the Committee's focus should be on ensuring an adequate enforcement regime for the online environment. It is this above all else that will promote creativity and innovation.