



Copyright: Don't Care was Made to Care

Mark Walford

Los Angeles | London | New Delhi
Singapore | Washington DC

Or rather:

Copyright: However
much care you take,
sooner or later you'll
get caught out

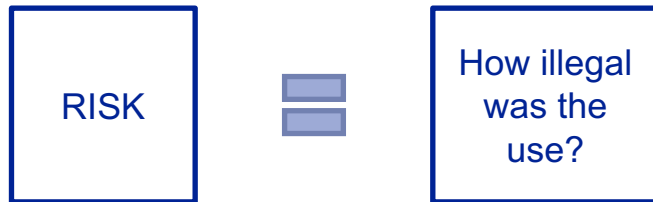
The Challenge for Publishers

- We don't produce much of 'our' content ourselves
- The content producers have varying knowledge and interest in copyright
- Those content producers also use content from other content producers
- Record keeping is never perfect

Charles Oppenheim's risk equation

- Four factors
- Each between 0 and 1
- If any one factor is 0, then risk is 0

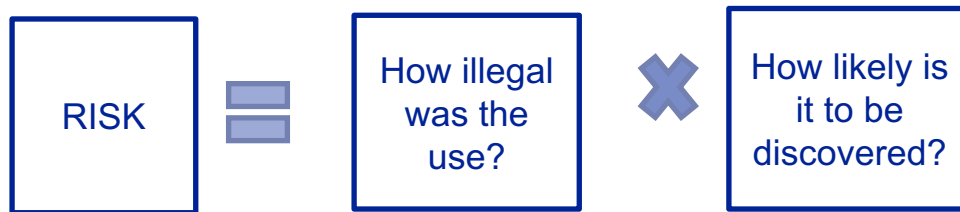
Charles Oppenheim's risk equation



Charles Oppenheim's risk equation

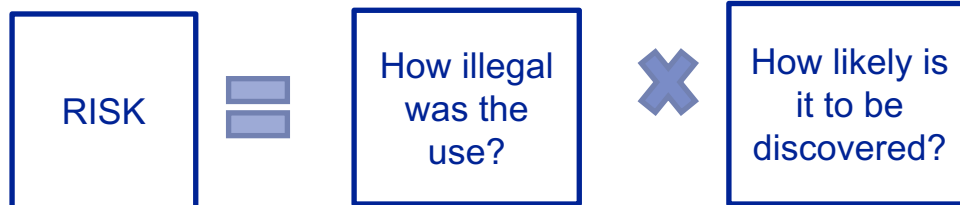


Charles Oppenheim's risk equation

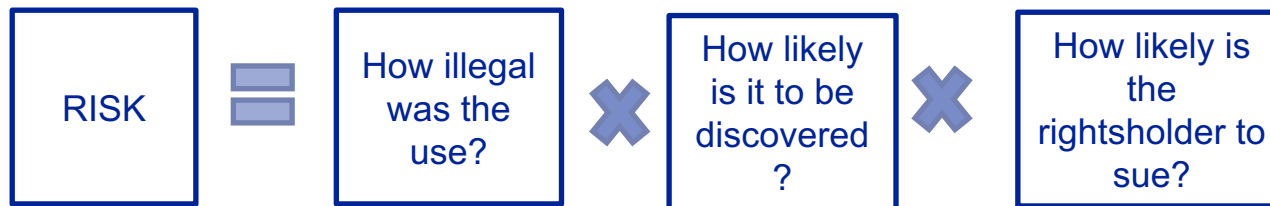


Charles Oppenheim's risk equation

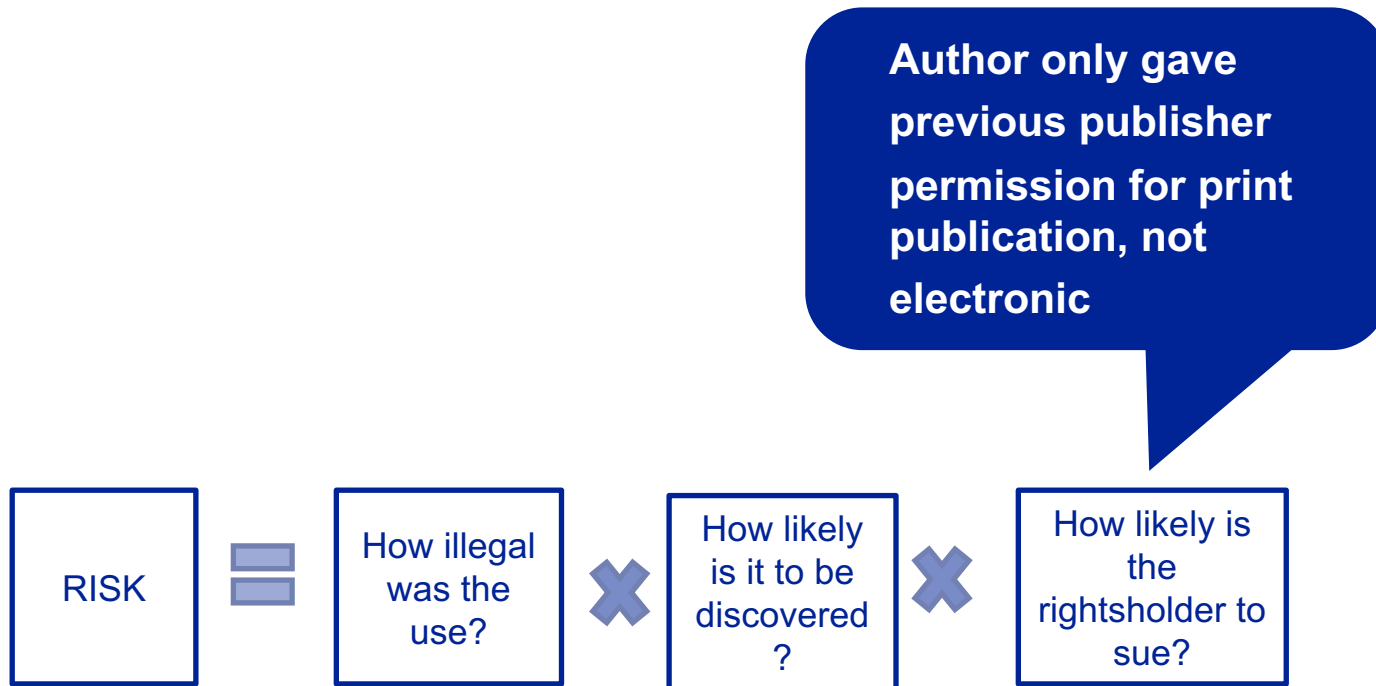
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Daily Mail cartoon from WW1 included in scanned version of article in an aggregator database



How do we navigate it all in practice?

- Try to keep good records
- Conduct risk assessments when we're not sure
 - Understand the basis of copyright exceptions, and don't ask for permission where we know we don't need it
 - Use the Oppenheim risk equation when we're not sure
- Hold our hand up when we get it wrong
- Do our best to put things right, and learn from the experience

Thank you

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