

OZeCulture 2005

Magic, Money & Myth

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Copyright Agency Limited (CAL)

Access and Copyright in the Digital World



Conference Themes

- Magic
- Myth
- Money



The Meaning of CAL

- Copyright Agency Limited
- Moral & economic rights
- Access and rights
- High-volume, fair price



A Creator's Right to Choose

- Creators' rights in the digital age
- Flexibility and choice



Ideas, Expression and Work

- The free flow of ideas
- Original expression of ideas
- The starving author in the digital Utopia



Technology and Business

- Online delivery Opportunities and threats
- Business Models with mutual benefits

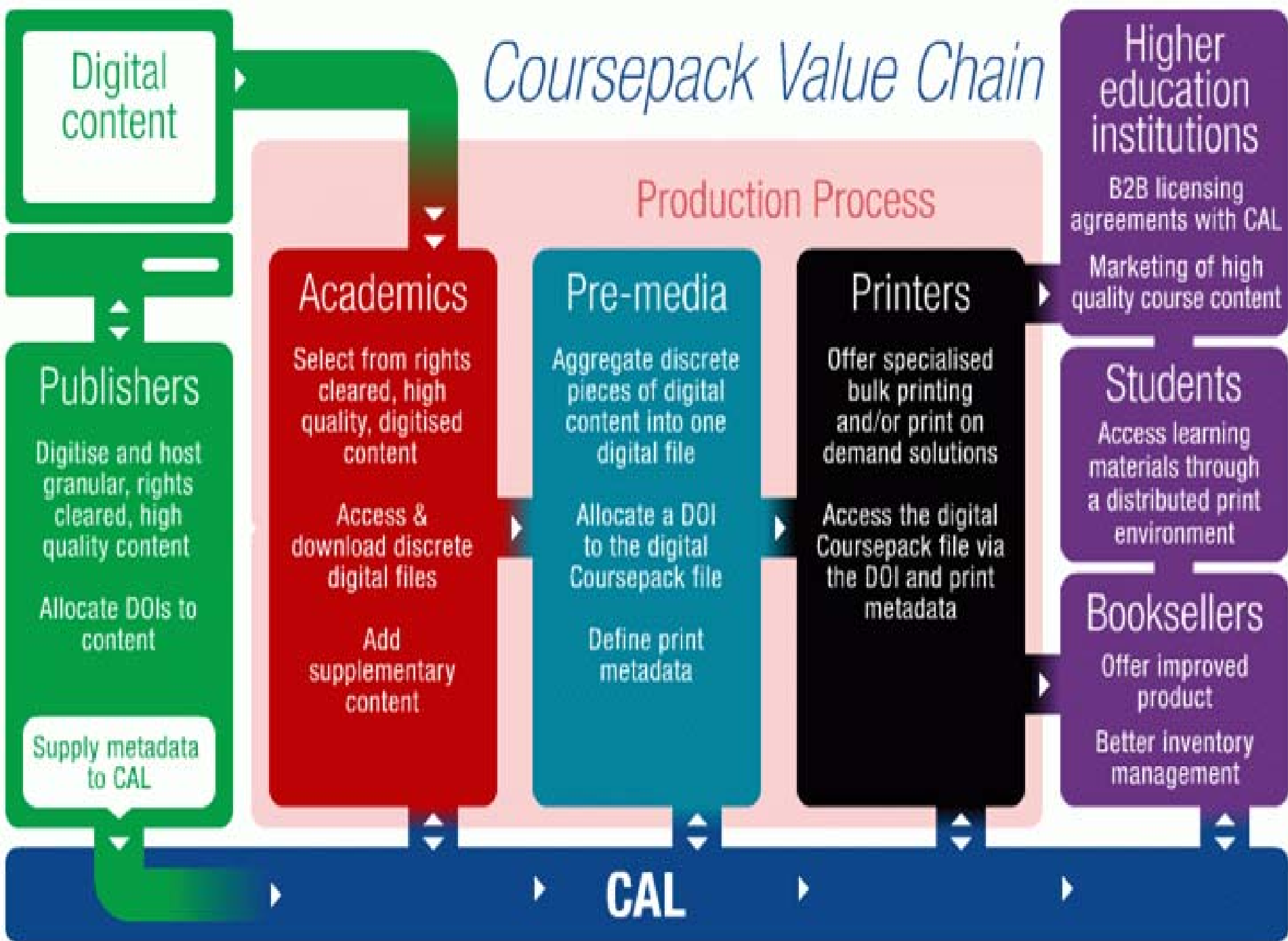


Case Studies: CopyCo

- Digital press clippings
- The transition from old economy to new economy
- Transactional DRM



Coursepack Value Chain



Case Studies: Digital Course Materials (DCM)

- Coursepacks
- Granular elements
- Aggregation
- Digital delivery



Case Studies: Classic Australian Works

- New markets for books and journals
- Collaborative effort
- Supporting Australian creators



Common Threads

- Trusted third party
- Partnering
- Negotiating the new value chain



In Conclusion...

- CAL, access and rights in the digital age
- Meeting the needs of creators and consumers
- Helping to build an online social infrastructure



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