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**From:** [REDACTED]  
**Sent:** 15 November 2017 11:12  
**To:** industrialstrategy  
**Subject:** Submission from the Copyright Hub

Are you responding as an individual, business, intermediary, representative body?

This response is on behalf of the Copyright Hub. The Copyright Hub was established in the wake of the 2011 Hargreaves review of the UK's IP framework. Amongst other things, the report recommended the idea of a Digital Copyright Exchange (DCE) as a solution for streamlining copyright licensing across sectors in global digital markets.

Following the report, Richard Hooper CBE and Ros Lynch, Director of Copyright & IP Enforcement at the IPO, proposed the creation of a not-for-profit, industry-led initiative capable of linking scalably to the growing network of right registries, copyright-related databases and digital copyright exchanges, to facilitate cross-border and cross-sector copyright licensing. This was the Copyright Hub.

Initially, the Hub was funded mainly by contributions from the creative industries. In the last year it has been jointly funded by a grant from the IPO and a project grant from the European Union's Horizon 2020 programme.

**What does your business do / in what sectors do you operate?**

The Copyright Hub has pursued two missions: One is as a forum to bring together representatives from the creative industries, government, technology providers and others to discuss and promote issues of mutual interest around copyright. The other is to create an open source technology platform (<https://github.com/openpermissions>) to facilitate the process of identifying and getting permission to use digital content found on the internet.

**How large is your business, and what proportion of your assets are IP-based?**

Currently the Copyright Hub has two employees, one part-time. Our main IP-based asset is the Open Permissions code (<https://github.com/openpermissions>), which has been open sourced.

**In what UK regions do you operate?**

The Hub operates UK-wide.

**In what international territories do you operate?**

We are working with companies in France, Holland, Spain, Italy as part of the EU-funded project.

Since we are a not-for-profit company dealing only in the areas described above, the remaining questions are not applicable to us.

#### **Voluntary identification for digital assets**

One of the main goals of the Copyright Hub, as well as making licensing easier and promoting awareness, is to make it possible for UK content providers to access what is called the "long tail"; the market of individual copyright users on the Internet. Various estimates of the size of this market have been made in the last few years, £2.2 billion over 10 years in the Hargreaves report, but realistically less; though still a substantial annual amount of new revenue.

The ubiquity of the Internet changed the market for digital content radically. As content is shared and reused from site to site, it loses contact with information that makes it recognisable by machines. The Copyright Hub provides direct links between content and permissions information, but, to make this link, content must first be recognisable by machines. Without this, copyright cannot work on the Internet. The issue of recognition (or identification) is the

biggest barrier to the Copyright Hub's success and it is the same for other systems, helping content providers penetrate the long tail.

Since we deal with the long tail, we frequently hear concerns from content providers and managers about the loss of identity of their content as it is used. Indeed even reputable CMS systems routinely strip metadata from content uploaded to websites.

We can envisage real value from a basic system, possibly running alongside a voluntary IP register, that allows digital content to be recognisable wherever it is found. It would need to be carefully scoped and managed by a neutral organisation, since commercial systems do exist in the different sectors, but a simple means of recognition should not interfere with their business models.