



Know Your Rights

Conference schedule, Wednesday 3rd June 2009

09.30am to 10.00am	Registration and Coffee
10:00am to 10:10am	Welcome: Harriet Bridgeman (Bridgeman Art Library) and Jessica Tier (The MILE Project)
10:10am to 10:40am	Keynote Speaker: "Reverse Perverse Economics: Cultural Heritage and the "Free" Business Model " Amalyah Keshet (The Israel Museum)
10:40am to 11:40am	Image piracy prevention technology Part 1: "URM - Usage Rights Management" Dennis Heinson (University of Kassel), Daniel Pähler (University of Koblenz-Landau) and Huajian Liu (Fraunhofer-Institut für Sichere Informationstechnologie)
11:40am to 12:00pm	Coffee
12.00pm to 1.30pm	Rights Metadata Panel: "How can we standardise metadata rights fields in digital images to protect and promote images and their rights holders? Best practice discussion on image rights and credit lines." Linda Royles (Moderator, Image Rights Consultant for BAPLA); Harriet Bridgeman (Chairman, The Bridgeman Art Library), Francis Cave (Technical Project Manager, ACAP; XML consultant to EDItEUR; ONIX for Licensing Terms project), Angela Murphy (The Image Business, Image Management Consultant and Metadata Specialist – currently working on a Cambridge University collections project), Staffan Teste (Juridical advisor for BLF Sweden; CEPIC Committee Member), Nancy Wolff (IPR & Digital Media Lawyer for PACA and PLUS; Member of ASPP)
1:30pm to 2:30pm	Lunch
2:30pm to 3:00pm	Image piracy prevention technology Part 2: "How To Find Rightsholders From Uncredited And Unauthorized Images Online" Randy Taylor (Co-Creator, The Copyright Registry)
3.00pm to 3.30pm	Image piracy prevention technology Part 3: "Image Tracker: Protect Your Images" Jeff Downey (Director of Sales and Business Development, PicScout), Marc Hügel (Attorney-at-Law, Waldorf Rechtsanwälte)
3:30pm to 4.00pm	Tea & close for non-MILE delegates
4.00pm to 4:45pm	Closed Session: MILE partners
4.45pm to 5.00pm	Close Jessica Tier

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Conference information, Wednesday 3rd June 2009

Morning Session

10.10am – 10.40am

Keynote Speaker: ‘Reverse Perverse Economics: Cultural Heritage and the “Free” Business Model’

Museums are under intense pressure to give away their images online. Yet they need more and more revenue in order to stay viable and fulfill their mission. Can the currently hot “free” business models work for museums? Few answers and many interesting questions.

Amalyah Keshet (The Israel Museum)

10.40am – 11.40am

Image piracy prevention technology Part 1: ‘How to protect and why: intellectual property rights enforcement vs. rights tracking and user information.’

Traditional business models based on intellectual property are increasingly difficult to sustain. Both effectivity and popularity of digital rights enforcement measures are continually decreasing. A solution could lie in giving users incentives to behave legally, facilitating licensing models while allowing rights holders to track copyright infringements.

Dennis Heinson (University of Kassel)
Huajian Liu (Fraunhofer SIT)
Daniel Pähler (University of Koblenz-Landau)

12.00pm – 1.30pm

Rights Metadata Panel Discussion: ‘How can we standardise metadata rights fields in digital images to protect and promote images and their rights holders? Best practice discussion image rights and credit lines.’

Linda Royles (Moderator; Image Rights Consultant)
Nancy Wolff (IPR & Digital Media Lawyer)
Angela Murphy (The Image Business)
Staffan Teste (BLF)
Francis Cave (ACAP)
Harriet Bridgeman (The Bridgeman Art Library)



Afternoon Session

2.30pm – 3.00pm

Image Piracy Prevention Technology Part 2: ‘How to find Rightsholders from Uncredited and Unauthorized Images Online’

All your images at any website, in any language, can link users to your photo agency, including from un-credited and unauthorized copies of your images that you didn't know exist. C-Registry will show this easy answer that can help prevent your images from being "orphaned", together with other relevant statistics, insights and suggestions to protect and monetize your online archives.

Randy Taylor (The Copyright Registry)

3.00pm – 3.30pm

Image Piracy Prevention Technology Part 3: ‘Image Tracker – Protect your images’

In this session, PicScout will demonstrate "Image Tracker", a service that allows image owners to identify where and how their content is being used online. Our top image recognition and web crawling technology can help business that rely on image content in many ways, ranging from generate marketing analytics, to assisting in structured licensing or collection mechanisms.

Jeff Downey (PicScout)

Marc Hügel (Waldorf Rechtsanwälte)



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Speaker biographies

Harriet Bridgeman is Executive Chairman and founder of The Bridgeman Art Library, which encompasses the world's largest collection of fine art images. She has an MA in History of Art from Trinity College Dublin and is author of *The Encyclopaedia of Victoriana*, *The British Eccentric*, and editor of numerous publications including the series *Discovering Antiques* and *The Masters* weekly art monograph. She was awarded the European Woman of Achievement Award in the Arts 1997 and International Business Woman of the Year in 2005. In 2006, Harriet Bridgeman established The Artists' Collecting Society in response to new European legislation on Artist's Resale Rights.

CASED (Centre for Advanced Security Research Darmstadt) Project is an interdisciplinary, large-scale think tank designed as a co-operation between The Technical University of Darmstadt, Fraunhofer SIT and University of Darmstadt.

Representing CASED are **Dennis Heinson, LL.M. (UCLA), (University of Kassel), Huajian Liu (Fraunhofer SIT)** and **Daniel Pähler (University of Koblenz-Landau)**. Dennis Heinson, from The University of Kassel, works with Fraunhofer SIT as part of the CASED Project. Huajian Liu joined Fraunhofer SIT, Darmstadt, Germany, in 2007 and is currently working as a Research Staff Member in the Information Assurance Group. His major research interests include digital watermarking and information rights management. The Fraunhofer Institute for Secure Information Technology (SIT) develops tailored, directly applicable solutions for all branches, including health, transport, traffic and production, as well as for commerce and financial services. In addition to client-oriented contract research, SIT offers consultation on the development of security concepts, and conducts studies for both the private sector and government. Daniel Pähler works within the Institut für Wirtschafts und Verwaltungsinformatik at the University of Koblenz-Landau.

Francis Cave is an SGML/XML expert with more than twenty years' experience in the field. In September 1999 he established Francis Cave Digital Publishing, with the aim of delivering a range of XML consultancy, training, system design and implementation services. He is currently Technical Project Manager of ACAP – a trade standard protocol to communicate licensing terms for access to and use of online content. He is also XML consultant to EDItEUR, ONIX for Licensing Terms project – trade standard message formats to communicate licensing terms between publishers and libraries, and to communicate rights repertoire and payment distribution information between RROs and publishers.

Jeff Downey is the Director of Sales and Business Development at PicScout. Jeff is a 20 year veteran of the photo industry and has previously worked with image libraries, effectively moving them from analogue to digital and developing e-commerce opportunities for businesses. His experience spans start-up companies as well as market leaders such as Getty Images where he spent the last nine years streamlining operations and creating effective sales practices and tools. A native of the Chicago suburbs, he holds a Master of Science in Communication Systems, Strategies and Management from Northwestern University in Evanston IL. Throughout his career he has spoken on numerous panels focusing on changes and challenges within the photo industry.



Marc Hügel practices as Attorney-at-Law at Waldorf Rechtsanwälte Law Firm, Munich, Germany. The firm specializes in combating copyright and trademark infringements of various forms and has an unparalleled experience in devising creative and effective legal strategies to enforce intellectual property rights in the photography and intellectual property based industries. Waldorf has extensive experience in litigation and expertise in all chambers for copyright enforcement matters in Germany and over several thousands of cases are proceeded successfully every year. The firm is located in Munich, Germany and employs highly specialized and experienced in-house and freelance staff. As PicScout's legal partner in Germany, Waldorf has a team of more than 10 employees, among them several full-time lawyers, who are working on infringement cases for clients which are based on the results of the Image Tracker.

Amalyah Keshet is Head of Image Resources & Copyright Management for the Israel Museum, Jerusalem, overseeing intellectual property policy, digital imaging, image archive management, and copyright licensing. Current projects include the high-resolution digital capture of the Dead Sea Scrolls, image access and copyright management in the creation of the Israel Museum's collections database, and digital image delivery and licensing in museums and other cultural heritage institutions. The Department of Image Resources & Copyright Management is the leading resource and innovator in this area in Israel, and Keshet advises other museum professionals both locally and abroad.

Keshet has served on the Board of Directors of the Museum Computer Network (MCN), and is currently the chairman of its Intellectual Property Special Interest Group. She is a member of the Israel working committee of MINERVA, a European initiative supporting the digitization of cultural heritage. Keshet was co-editor of *Intellectual Property Issues in Museums*, a special issue of *Spectra*, the journal of the Museum Computer Network (2002), and has organized numerous conference sessions exploring emerging issues in the field. She also serves on the Editorial Board of *Visual Resources: An International Journal of Documentation*.

Angela Murphy is a digital image management, metadata and rights expert with over twenty years experience of the image business. As a freelance consultant specialising in digital image and rights management, her clients have ranged from the Time Out Group, the Labour Party and Getty Images, to The Courtauld Institute of Art and Cambridge University. Murphy is currently advising a consortium of Cambridge University museums and institutions on the options for their digital image management, and running a project on the newly digitised collections of the Scott Polar Research Institute in Cambridge. Murphy is a member of the executive of the Museums and Galleries Copyright Group and on the IP Advisory Board of the Collections Trust. She also contributes to metadata standards via BAPLA, CEPIC and IPTC

Linda Royles – now a Consultant, Linda Royles was CEO of BAPLA for over seven years and won the 2006 Outstanding Contribution to the Industry Award. She is Director of the Digital Content Forum and advises on a number of government IP and cultural initiatives.

Randy Taylor is co-creator of www.C-Registry.us – a web tool that finds rightsholders from uncredited creative works at any website – as well as Veripixel, a new hi-tech copyright announcement. Randy created the numbering system for the PLUS Media Matrix and assembled its licensing parameters, and also created Keyword Compiler, an early keywording software. With experience spanning most aspects of the photo industry, Randy is co-founder and co-creator of services that include the stock photo search engine at StockPhotoFinder.com, Extreme Niche Marketing, and SPFFY.com, a portal searching 3+ billion images. His career started as a photojournalist, covering worldwide events on staff for Associated Press in Paris and for L'Agence Sygma (Corbis) in Miami. Randy then co-founded International Color Stock and later became Vice



President of the Press Division at Liaison Agency (Getty Images). Randy is a regular speaker at photo industry events, sharing his unique mix of future vision and expertise in process automation, search engine marketing and online image licensing.

Staffan Teste works as juridical advisor for BLF (Bildleverantrernas Frening), the second largest picture agency organisation in Europe after BAPLA; is a board member of CEPIC, the European picture agency organisation which counts 1,000 agencies from 17 countries as members; and also represents CEPIC within IPTC, working in IPTC to create new photo metadata standards. Today, as well as further ongoing juridical studies, Teste helps copyright owners with stolen pictures or similar issues within Swedish courts.

Jessica Tier is Project Manager for The MILE Project. Jessica wrote a proposal for a 3-year EC funded project under the *eContentplus* programme – The MILE Project. As well as continuing to run this project, Jessica also manages Harriet Bridgeman's new company under The Bridgeman Art Library's umbrella, Artists' Collecting Society (ACS), whose purpose is to manage Artist's Resale Right or Droit de Suite on behalf of over 250 member artists.

Nancy Wolff practices primarily in intellectual property and digital media law. Clients include trade associations Picture Archive Council of America (PACA) and PLUS, Inc., stock photo libraries, individual photographers, authors, illustrators, designers, publishers and digital media companies. She counsels clients in copyright, trademarks, licensing, contract, rights of publicity and privacy and libel. In addition to transactional work, she represents clients in arbitration hearings as well as state and federal court civil actions. In May 2007 her book entitled *The Professional Photographer's Legal Handbook* was released by Allworth Press/PACA. The American Society of Picture Professionals named her "Picture Professional of the Year" for 2007.



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