

Assessing Copyright and Related Rights Systems

# Copyright-related Information Activities

Report on Piloting in Finland





cupore

**Assessing Copyright and Related Rights Systems: Copyright-related Information Activities. Report on Piloting in Finland.**

This report is the result of the first pilot study implementing Description Sheet 13 – *Copyright-related Information Activities*, one of the 37 indicators constituting a methodology framework for assessing the operation of national copyright and related rights systems. The methodology framework has been developed at the Foundation for cultural policy research (Cupore) in Finland as part of a project financed by the Finnish Ministry of Education and Culture. The pilot study was conducted by Jukka Kortelainen, student at the Faculty of Social Sciences at the University of Jyväskylä, as part of an internship at the Foundation for Cultural Policy Research between February and July 2013. The work was supervised by Professor Anita Kangas (University of Jyväskylä), the steering group of the project, as well as the core project team. The results were first published in December 2013 on the website of Cupore.

*A handbook presenting the methodology framework is available on the website of Cupore at [www.cupore.fi](http://www.cupore.fi).*

**Cupore webpublications 39:23**

Kulttuuripoliittisen tutkimuksen edistämissäätiö (Cupore)

Foundation for Cultural Policy Research (Cupore)

© Authors and Foundation for Cultural Policy Research

Cover illustration: Oy Graaf Ab

**ISBN 978-952-5573-95-4**

**ISSN 1796-9263**

**May 2016**

## Executive summary

This document presents data collected in application of a methodology framework to assess the operation of copyright and related rights systems. More precisely, the information and analysis below correspond to Description Sheet 13 presented in the methodology handbook, titled “Copyright-related Information Activities”. The goal of this report is to provide a descriptive overview of copyright-related information activities carried out in Finland.

Data has been collected concerning the following issues presented in the methodology framework: Advisory and information services provided by public bodies, advisory services provided by professional organizations, national anti-piracy campaigns as well as the celebration of World Book and Copyright Day (UNESCO) and World Intellectual Property Day (WIPO).

In Finland, actors such as the Finnish Ministry of Education and Culture, the Copyright Information and Anti-piracy Centre, the six collective management organizations, IPR University Center, and Lyhty (a joint project of creative sector artists, employees, and entrepreneurs in Finland) provide copyright-related information and/or advisory services to the public regarding basics of copyright law, prominent actors in the field of copyright, and conditions for private use. Electronic Frontier Finland is one of the key actors in promoting the rights of citizens in the digital world and providing information on copyright from the user rights perspective. The combined celebration of Intellectual Property Day (WIPO) and World Book and Copyright Day (UNESCO) has expanded in recent years in Finland and involves currently a wide variety of activities. Copyright-related public awareness campaigns are organized regularly by several actors and the campaigns use different media channels to maximize their interaction with the public.

Copyright-related information and advisory services are widely available for authors, performers and other professionals in the field of copyright. The results of this study show that 26 (out of the 81 studied) professional organizations provide “detailed” or “comprehensive” industry-specific copyright information on their websites<sup>1</sup>. 46 of the studied organizations provide legal advisory services on their websites, most of them targeted at members of the organizations only. 49 of the studied organizations provide links to domestic pages including “comprehensive” copyright-related information and 39 organizations offer model contracts, collective agreements and/or general terms of contracts on their websites. 15 Centers for Economic Development, Transport and Environment (ELY centers) around Finland provide copyright-related advisory services for entrepreneurs. In recent years, business advisors of the ELY centers have received copyright-related education from the IPR University Center.

---

<sup>1</sup> Based on the assessment criteria created for this study. See the assessment criteria in appendices.

## Table of contents

<b>EXECUTIVE SUMMARY .....</b>	<b>3</b>
<b>INTRODUCTION.....</b>	<b>6</b>
A. Context of the pilot study .....	6
B. Presentation of the indicator .....	6
C. Methods .....	7
<b>RESULTS .....</b>	<b>8</b>
Section 1. Copyright-related information activities targeted at the public at large .....	8
A. Information and advisory services .....	8
▪ Finnish Ministry of Education and Culture (Opetus- ja kulttuuriministeriö) .....	8
▪ Copyright Information and Anti-piracy Centre (Tekijänoikeuden tiedotus- ja valvontakeskus r.y.) .....	8
▪ Lyhty (Luovan työn tekijät ja yrittäjät) .....	9
▪ Electronic Frontier Finland .....	9
B. Public awareness campaigns .....	9
▪ The celebration of World Intellectual Property day (WIPO) and the World Book and Copyright Day (UNESCO) .....	9
▪ Anti-piracy campaigns .....	11
Section 2. Copyright-related information activities targeted at authors, performers and other professionals in the field of copyright .....	14
A. Targeted information and advisory/advocacy services by professional organizations .....	14
▪ Press .....	19
▪ Literature .....	19
▪ Music .....	20
▪ Theatrical productions and operas .....	20
▪ Motion picture and video .....	21
▪ Photography .....	21
▪ Visual and graphic arts .....	22
▪ Software and databases .....	22
▪ Game industry .....	22
▪ Advertising services .....	23
B. Information and advisory/advocacy services by other actors .....	23
▪ Centres for Economic Development, Transport and Environment (ELY Centres) .....	23
▪ IPR University Center .....	24
▪ Libraries.fi (Kirjastot.fi) .....	24
▪ FILI – Finnish Literature Exchange .....	24
▪ Nordic Drama Corner .....	24
▪ Art Hub .....	25
<b>CONCLUSIONS .....</b>	<b>26</b>
A. Analysis and summary of the results .....	26
▪ Copyright-related information activities targeted at the public at large .....	26
▪ Copyright-related information activities targeted at authors, performers and other professionals in the field of copyright .....	26
B. Methodological findings .....	26
▪ Limitations .....	26
▪ Guidelines for future research .....	27

<b>APPENDICES .....</b>	<b>29</b>
A. Description sheet .....	29
B. Targeted Information and advisory/advocacy services by professional organizations – Assessment criteria and Result table .....	30
C. Information sources .....	36
▪ International .....	36
▪ Finland.....	37
D. Consulted parties .....	44

## Introduction

### **A. CONTEXT OF THE PILOT STUDY**

---

A methodology framework for assessing the operation of national copyright and related rights systems has been developed at the Foundation for cultural policy research (Cupore) in Finland in a project financed by the Finnish Ministry of Education and Culture. It is a collection of tools for achieving a systematic assessment of the functioning, performance and balanced operation of national copyright and related rights systems.

In the methodology, the assessment of the copyright and related rights system is determined through a framework consisting of so-called description sheets and methodology cards. The description sheets constitute guidelines to produce a comprehensive presentation and description of a country's copyright and related rights system and its operating environment. The methodology cards propose the collection of specific sets of data, either quantitative, descriptive or qualitative, that will be used as indicators of the functioning, performance and balanced operation of the system. Description sheets and methodology cards are accompanied by detailed information on the data to be collected, as well as analysis guidelines that will help connect them to each other.

The methodology framework is meant to be improved through application feedbacks. For more information, see the Cupore website, [www.cupore.fi/copyright.php](http://www.cupore.fi/copyright.php).

This report presents data collected in application of Description sheet 13 of the methodology framework, titled "Copyright-related information activities". It is the result of the first pilot study applying this indicator in Finland.<sup>2</sup>

This study was conducted by Jukka Kortelainen, student at the Faculty of Social Sciences at the University of Jyväskylä, as part of an internship at the Foundation for Cultural Policy Research between February and July 2013. The work was supervised by Professor Anita Kangas, University of Jyväskylä, the steering group of the project, as well as the core project team.

### **B. PRESENTATION OF THE INDICATOR**

---

The indicator implemented here was designed to present one of the copyright system's elements. It is part of the second pillar of the methodology framework, "Functioning and performance of the elements of the copyright system", and its fourth area, "Dissemination of knowledge". It is a description sheet which presents the information activities on copyright and related rights, in order to support the analysis of the operation of the national copyright and related rights system.

As explained in the methodology handbook, a crucial prerequisite for the functioning of copyright law is the access of citizens to information on their rights and obligations. Copyright law should be coherent and its main functions understood by most people.

The results of the indicators of the area *Dissemination of knowledge* tell about the effectiveness of the measures aimed at enhancing the awareness and understanding of the law and the use of rights. It is critical for the functioning of the copyright system as a whole that the authors, performers and other professionals in the field of copyright have the necessary information and knowledge to use their rights

---

<sup>2</sup> The study was conducted based on the draft version of the Methodology Handbook, dated 19.7.2012. This report is modified from the original report to better correspond to the version of the Methodology Handbook dated 20.12.2013.

and respect those of others. Therefore, the elements concerning information activities on copyright and related rights, copyright-related education, and research on copyright-related issues are included in the methodology framework as an area of its own.

The existence of information activities targeted at the public gives an indication on the availability of consumer information. Consumers need to have information on the conditions for their private use. The success of the public awareness campaigns and education can be measured by surveying the awareness of the citizens of copyright and copyright system in its relevant parts. The existence and availability of professional advice, targeted information, recommendations, guides and "soft law" knowledge for stakeholders and copyright practitioners indicates a well-functioning copyright system. The information activities on copyright issues should be coherent and cover relevant issues.

A description sheet as presented in methodology handbook draft version 20.12.2013 can be found in Appendix A of this report. The following data will give an overview of copyright-related information activities in Finland.

- Copyright-related information activities targeted at the public at large
  - o Information and advisory services<sup>3</sup>
  - o Public awareness campaigns
    - The celebration of World Book and Copyright Day (UNESCO) and World Intellectual Property Day (WIPO)
    - Anti-piracy campaigns
    - Campaigns promoting consumers' rights
- Copyright-related information activities targeted at authors, performers and other professionals in the field of copyright
  - o Targeted information and advisory/advocacy services by professional organizations
  - o Targeted information and advisory services by other actors

### ***C. METHODS***

---

The information collected for this indicator was found on the Internet. The method chosen therefore was desktop studies. The data was complemented with expert interviews. Lists of national and international information sources used and parties consulted for this report can be found in the Appendices.

Information activities targeted at the public at large was studied by analyzing websites and news articles. The data was complemented with two expert interviews.

Information activities targeted at authors, performers, and other professionals in the field of copyright were studied by analyzing websites of professional organizations. The assessment criteria and result table can be found in the Appendices.

---

<sup>3</sup> After the completion of this study, the description sheet has been modified and does not include advocacy and advisory services anymore; it is now limited to information services.

## Results

### SECTION 1. COPYRIGHT-RELATED INFORMATION ACTIVITIES TARGETED AT THE PUBLIC AT LARGE

The following section presents organizations and campaigns that have played an important role in disseminating copyright-related knowledge to the public at large in Finland. The section contains two parts: (1) Targeted information and advisory services for the public at large, and (2) Public awareness campaigns.

#### A. INFORMATION AND ADVISORY SERVICES

##### ▪ FINNISH MINISTRY OF EDUCATION AND CULTURE (OPETUS- JA KULTTUURIMINISTERIÖ)

The Finnish Ministry of Education and Culture provides a comprehensive copyright section on their website<sup>4</sup>. On this section, national and international copyright laws and provisions, the most prominent national and international actors, and future prospects for development of copyright are presented in depth. The website includes a questions-and-answers section<sup>5</sup>, where frequently asked questions regarding copyright are answered. The Copyright Council, which operates as part of the Finnish Ministry of Education, gives opinions<sup>6</sup> on the application of Copyright Law. Opinions can be requested by anyone free of charge, with or without personal interests at stake.<sup>7</sup>

##### ▪ COPYRIGHT INFORMATION AND ANTI-PIRACY CENTRE (TEKIJÄNOIKEUDEN TIEDOTUS- JA VALVONTAKESKUS R.Y.)

The Copyright Information and Anti-piracy Centre (CIAPC) is a non-profit organization that monitors and promotes the interests of its member organizations<sup>8</sup>. According to CIAPC, the four main objectives of the organization are “Centralized surveillance of both the physical market and the internet, supporting law enforcement and handling of actual infringement cases, education on copyright<sup>9</sup>, and production and distribution of information on copyright”<sup>10</sup>. CIAPC offers general copyright counseling on their website and by phone. Questions have been asked daily, usually regarding the use of copyrighted works<sup>11</sup>. CIAPC hosts three websites<sup>12</sup> providing information on copyright and piracy. The websites include news,

<sup>4</sup> Finnish Ministry of Education and Culture – Copyright-section, available in English at <http://www.minedu.fi/OPM/Tekijaenoikeus/?lang=en>. Visited on 19.03.2013.

<sup>5</sup> Finnish Ministry of Education and Culture – Question and answer-section, available in Finnish at [http://www.minedu.fi/OPM/Tekijaenoikeus/tekijaenoikeuden\\_perusteita/tekijaenoikeudesta\\_kysyttya/index.html](http://www.minedu.fi/OPM/Tekijaenoikeus/tekijaenoikeuden_perusteita/tekijaenoikeudesta_kysyttya/index.html). Visited on 19.03.2013.

<sup>6</sup> The opinions are not legally binding.

<sup>7</sup> The website of the Copyright Council, available in English at <http://www.minedu.fi/OPM/Tekijaenoikeus/tekijaenoikeusneuvosto/?lang=en>. Visited on 19.3.2013. For more information on the Copyright Council, see the report on *Description sheet 7. Public administration of copyright*.

<sup>8</sup> Members of CIAPC are organizations and enterprises in the core copyright industries. See list of organizations on the website of CIAPC, text in Finnish, <http://antipiracy.fi/ttvk/jasenet/>. Visited on 8.5.2013

<sup>9</sup> For more information on education provided by CIAPC, see Pilot report of *Description Sheet 14. Copyright-related education for the public in general*.

<sup>10</sup> Source: The website of CIAPC, available in English at <http://antipiracy.fi/inenglish/>. Visited on 8.5.2013.

<sup>11</sup> Information was provided by Juha Rislakki, Communication Officer of CIAPC (interview on 6.5.2013)

<sup>12</sup> These websites are:

- Antipiracy.fi, the official website of CIAPC, available in English at, <http://antipiracy.fi/inenglish/>. Visited on 8.5.2013.

questions-and-answers sections, quizzes and links to copyright-related pages. CIAPC produces copyright-related guidebooks<sup>13</sup>, education materials, brochures, comic strips, and postcards, and also participates in various campaigns<sup>14</sup> and events<sup>15</sup>, where information is disseminated to the public<sup>16,17</sup>. CIAPC has its own copyright-section in a popular Finnish quiz game service<sup>18</sup> too.

#### ▪ **LYHTY (LUOVAN TYÖN TEKIJÄT JA YRITTÄJÄT)**

Lyhty is a joint project of creative sector artists, employees, and entrepreneurs in Finland. Lyhty's website has information on topics such as history and legislation of copyright, piracy, as well as operations and activities of collective management organizations.<sup>19</sup>

#### ▪ **ELECTRONIC FRONTIER FINLAND**

Electronic Frontier Finland (EFFI) is an organization founded "to defend active users and citizens of the Finnish Society in the electronic frontier. EFFI influences legislative proposals concerning e.g. personal privacy, freedom of speech and user rights in copyright law"<sup>20</sup>. EFFI's website includes a comprehensive amount of copyright-related information and news from the users' perspective.

### ***B. PUBLIC AWARENESS CAMPAIGNS***

---

#### ▪ **THE CELEBRATION OF WORLD INTELLECTUAL PROPERTY DAY (WIPO) AND THE WORLD BOOK AND COPYRIGHT DAY (UNESCO)<sup>21</sup>**

WIPOs World Intellectual Property Day has been celebrated internationally on April 26 since 2000<sup>22</sup>. According to WIPO, the main goal of the day is to "promote discussion of the role of intellectual

- 
- Tekijanoikeus.fi, copyright-related website targeted at public, available in Finnish at <http://www.tekijanoikeus.fi/>. Visited on 8.5.2013.
  - Piraattitehdas.fi, website for teaching materials, available in Finnish at <http://www.piraattitehdas.fi/index.php>. Visited on 8.5.2013.

<sup>13</sup> Guidebooks are targeted at consumers, parents, officials, enterprises and teaching institutions.

<sup>14</sup> CIAPC participates to campaigns, such as Week of Media Skills. The week's main theme in 2013 was rights and obligations in online environment. As a part of media education in the campaign, CIAPC held lectures regarding copyright. See the website of Media skills week, available in Finnish at <http://www.mediataitokoulu.fi/mediataitoviikko/>. Visited on 9.5.2013. CIAPC has been organizer in various anti-piracy campaigns as well. See next chapter for information on anti-piracy campaigns.

<sup>15</sup> For example, National Training Event for Educators (Educa) and Helsinki Music Fair (Helsingin musiikkimessut).

<sup>16</sup> Majority of the materials are available at the CIAPC's websites as well.

<sup>17</sup> Information was provided by Juha Rislakki, the Communication Officer of CIAPC (interview on 6.5.2013).

<sup>18</sup> Älypää provides online information-based games in a wide variety of areas. Copyright-section in Älypää quiz game service is available in Finnish at <http://alypaa.com/pelit/tekijanoikeus>. Visited on 9.5.2013.

<sup>19</sup> Lyhty – Copyright-section, available in Finnish at <http://www.kulttuuri.net/tekijanoikeus>. Visited on 17.4.2013.

<sup>20</sup> Source: Electronic Frontier Finland website, available in English at <http://www.EFFI.org/index.en.html>. Visited on 9.6.2013.

<sup>21</sup> Information presented in this section was provided by Lauri Kaira, "Copyright Day" coordinator (Interview on 25.3.2013). News articles are used as complementary information sources.

<sup>22</sup> News article by the Finnish Ministry of Education and Culture, available in Finnish at <http://www.minedu.fi/etusivu/arkisto/2008/2404/tekijanoikeuspaiva.html>. Visited on 29.3.2013.

property in encouraging innovation and creativity.”<sup>23</sup> The celebration in Finland started in 2005 at the initiative of actors closely related to intellectual property rights.<sup>24</sup>

The Finnish “Copyright Day” celebrates WIPOs Intellectual Property Day and UNESCOs World Book and Copyright Day<sup>25</sup>. The celebration has been organized since 2008 by Lauri Kaira in cooperation with 14 member organizations of Lyhty<sup>26</sup>. During the celebrations of the “Copyright Day”, the main goal towards the public is to promote the positive essence of copyright and not to highlight obligations it imposes towards citizens<sup>27</sup>.

The “Copyright Day” has evolved in three phases:

- (1) During the first phase in 2008 and 2009, the “Copyright day” involved three elements: (a) A seminar, which was targeted at public officials, politicians, and representatives of industries in the field of copyright. The purpose of the seminar was to bring actors from different areas together and help them to understand each other.<sup>28</sup> (b) Copyright day-posters advertising offers of two-for-one movie vouchers were spread to 32 cinemas around Finland.<sup>29</sup> In addition, copyright-related informational advertisements that involved film directors, actors, and musicians were screened in

---

<sup>23</sup> For more information, see WIPOs website, available in English at <http://www.wipo.int/ip-outreach/en/ipday/>. Visited on 29.3.2013.

<sup>24</sup> The Finnish Inventors Association and National Board of Patents and Registration of Finland have been the main organizers of events in Finland. Over the years, the celebration has consisted of seminar on intellectual property rights. In 2007, “Innovation parliament” - workshop was launched in connection with the celebration. For more information on events organized by Finnish Inventors Association and National Board of Patents and Registration of Finland in cooperation with different actors, see following news articles and documents, texts in Finnish:

- IPR University Center (2005), [http://www.iprinfo.com/julkaisut/iprinfo-lehti/lehtiarkisto/2005/IPRinfo\\_2-2005/fi\\_FI/Ensimmaisest\\_Konstapalkinnot\\_innovaation\\_edistajille/](http://www.iprinfo.com/julkaisut/iprinfo-lehti/lehtiarkisto/2005/IPRinfo_2-2005/fi_FI/Ensimmaisest_Konstapalkinnot_innovaation_edistajille/). Visited on 16.4.2013.
- Sininen Meteoriiitti (2006), <http://www.meteoriiitti.com/fi-FI/tiedotteet/?groupId=542ea45a-8281-407c-85e1-243d3eb9dbac&announcementId=a5a5be38-9498-407f-999c-38be369894a4>. Visited on 16.4.2013.
- National Board of Patents and Registration of Finland (2007), <http://www.prh.fi/fi/uutiset/726.html>. Visited on 16.4.2013.
- National board of Patents and Registration of Finland (2007), <http://www.prh.fi/fi/uutiset/727.html>. Visited on 16.4.2013.
- Finnish inventors association (2008), [http://www.keksijoidentuki.fi/mhop\\_2008.html](http://www.keksijoidentuki.fi/mhop_2008.html). Visited on 16.4.2013.
- National Board of Patents and Registration of Finland (2009), [http://www.prh.fi/fi/uutiset/P\\_347.html](http://www.prh.fi/fi/uutiset/P_347.html). Visited on 16.4.2013.
- Fnnish Inventors Association (2010), [http://www.keksijoidentuki.fi/mhop\\_2010.html](http://www.keksijoidentuki.fi/mhop_2010.html). Visited on 16.4.2013.
- Fnnish Inventors Association (2011), [http://www.keksijoidentuki.fi/mhop\\_2011.html](http://www.keksijoidentuki.fi/mhop_2011.html). Visited on 16.4.2013.
- Fnnish Inventors Association (2012), <http://www.keksijoidentuki.fi/pdf/MHOP-2012-KUTSU.pdf>. Visited on 16.4.2013.
- Ipr University Center (2013): [http://www.iprinfo.com/koulutus/tulevaa-koulutusta/tapahtumat/fi\\_FI/maailman-henkisen-omaisuuden-paiva/](http://www.iprinfo.com/koulutus/tulevaa-koulutusta/tapahtumat/fi_FI/maailman-henkisen-omaisuuden-paiva/). Visited on 16.4.2013.

<sup>25</sup> World Book and Copyright Day, organized by UNESCO has been celebrated internationally on April 23th since 1995. For more information, see United Nations – World Book and Copyright Day, available in English at <http://www.un.org/en/events/bookday/index.shtml>. Visited on 29.03.2013.

<sup>26</sup> Lyhty is a joint project of creative sector artists, employees and entrepreneurs in Finland. The website of Lyhty, available in Finnish at <http://www.kulttuuri.net/lyhty>. Visited on 17.4.2013.

The “Copyright Day” has been funded by the Finnish Ministry of Education and Culture as well as partially by Lyhty and Copyright Academy (organization founded by three CMOs: Kopiosto, Teosto, Gramex). In addition, enterprises have offered sponsor input for the celebration, primarily by providing free advertising time and exhibition rights for movies.

<sup>27</sup> According to Lauri Kaira, communication has focused on importance of copyright for authors and performers as well as for professional users of copyright. By copyright, livelihood of these actors is secured and that creates joy and experiences for public as well as for national culture as a whole. Piracy has negative impacts and that acts as an important message alongside, but not in a central role in the celebration of the “Copyright Day”.

<sup>28</sup> In the first year, the seminar was organized in Finlandia Hall and after that, a movie was shown to the guests at the Tennispalatsi cinema. In later years, both of these events has been organized in Tennispalatsi. In 2013, the seminar is organized in cooperation with the Finnish Inventors Association and the IPR University Center. The seminar is divided into two parts in which the first one is devoted to copyright and the second one to patent and trademark rights.

<sup>29</sup> The vouchers were distributed together with a brochure demonstrating why copyright was important for authors and performers as well as for professional users of copyright. The vouchers have been distributed approximately 90 000 per year and they have been available for home printing on the websites of the cinemas. In addition, they have been distributed on the streets near theaters by local sport clubs.

approximately 16 Finnkino cinemas for a two-week period. (c) Copyright-related informational advertisements broadcasted on the radio.

- (2) In 2010, a forum for teachers<sup>30</sup> was added to the mix. During the first year, the forum was for all teachers in creative industries, in 2011 for music teachers, in 2012 for teachers in fields related to audiovisual and media works, and in 2013, again for music teachers.
- (3) A cinema tour for students in elementary school was launched in 2012. School classes were offered a free movie in 16 theaters around Finland. The movie session included a 20 minutes lecture regarding copyright and piracy matters held by the staff of the Copyright Information and Anti-piracy Centre. As a whole, 3 651 students took part in the spring 2012 tour.

To conclude, in 2012 the “Copyright Day” reached:

- For a two-week period, the public in 32 movie theaters around Finland with posters and vouchers (approximately 90 000 vouchers were printed).
- For a two-week period, the public in approximately 16 Finnkino theaters with copyright-related informational advertisements.
- Approximately 3 700 elementary school students around Finland with a 20 minutes lecture on copyright in connection with a free movie screening.
- Radio listeners with informational advertisements broadcasted on the radio.<sup>31</sup>
- Wide media coverage on regional newspapers around Finland.
- Visitors of the Copyright Day – website.<sup>32</sup>

#### ▪ ANTI-PIRACY CAMPAIGNS

The following paragraphs present the anti-piracy campaigns carried out in Finland since 2007.

#### ***Annual campaigns and projects***

- The “*World anti-piracy day*” has been organized annually by the Finnish Anti-Counterfeiting group<sup>33</sup> in cooperation with different actors<sup>34</sup> in the field. Events have taken place in different venues in the capital region<sup>35</sup> and the day has included showcasing of counterfeit and pirate goods, as well as dissemination of knowledge on the problems and the risks related to piracy.<sup>36</sup>

---

<sup>30</sup> Teachers have been primarily from polytechnics, but also from universities and special upper secondary schools.

<sup>31</sup> In 2012, a radio campaign included a 30 second advertisement broadcasted 70 times on a popular Finnish radio station.

<sup>32</sup> The website of Copyright Day, available in Finnish at <http://www.tekijänoikeupaiva.fi>. Visited on 30.03.2013.

<sup>33</sup> Suomen anti-piratismiyhdistys r.y. in Finnish.

<sup>34</sup> Since 2009, the Finnish Customs has been an important organizer of events as well.

<sup>35</sup> The Port of Helsinki (2006), Innogalleria (2007), the Helsinki-Vantaa Airport (2008-2010), Sanomatalo (2011) and Tennispalatsi (2012-2013).

<sup>36</sup> For more information, see the following news articles concerning World Anti-Piracy Day, texts in Finnish:

- Digitoday.fi (2006), <http://www.digitoday.fi/tietoturva/2006/06/14/anti-piratismiyhdistys-valistaa-laivamatkustajia-tuotevaarenoksista/20068357/66>. Visited on 22.03.2013.
- Finnish Copyright information and Anti-piracy Centre (2007), <http://antipiracy.fi/ajankohtaista/149/maailman-antipiratismipaiva-1362007/>. Visited on 22.03.2013.
- Finnish Copyright information and Anti-piracy Centre (2008), <http://antipiracy.fi/ajankohtaista/173/maailman-antipiratismipaiva-2462008/>. Visited on 22.03.2013.
- Finnish Copyright information and Anti-piracy Centre (2009), <http://antipiracy.fi/ajankohtaista/181/maailman-antipiratismipaiva-vietetaan-torstaina/>. Visited on 22.03.2013.
- Finnish Copyright information and Anti-piracy Centre (2010), <http://antipiracy.fi/ajankohtaista/193/maailman-antipiratismipaiva-vietetaan-862010/>. Visited on 22.03.2013.
- Finnish Copyright information and Anti-piracy Centre (2011), <http://antipiracy.fi/ajankohtaista/218/kansainvalinen-anti-piratismipaiva-862011/>. Visited on 22.03.2013.

- The “*Liito*” project was launched in 2010 and has been active ever since. The project’s main goal is to improve public awareness of the legal online services available for consumers. Organizations and enterprises such as the Finnish Film Chamber of Films, The Finnish Film Foundation, IFPI Finland<sup>37</sup>, Teosto (Finnish Composers’ Copyright Society), Kopiosto, Figma, FiCom (Finnish Federation for Communications and Teleinformatics), Nokia, and the Copyright and Information and Anti-piracy Centre have participated in the project. The first phase introduced a fictional character called “*Captain Nation*”, who hosted the campaign on “*Widenation*”-website videos. Popular artists and performers were featured in these videos. “*Captain Nation*” was seen on television as well.<sup>38</sup> After the “*Widenation*” campaign, the “*Liito*” project continued with the development of a website<sup>39</sup>, which gathered legal online services to one place where consumers can easily find them. Promotional stickers were attached to a variety of consumer products to advertise the website<sup>40</sup>.

## **Individual campaigns**

### **2007**

- In 2007, the Finnish Customs carried out a campaign against counterfeit goods. The campaign included six theme posters and one of them was targeted against piracy. The posters were displayed at the Helsinki-Vantaa airport, customs stations and passenger terminals of ports.<sup>41</sup>

### **2008**

- During the spring and summer 2008, the Copyright Information and Anti-piracy Centre organized a competition for students primarily in polytechnics, universities, upper secondary schools, and vocational schools. The students’ task was to design a 60-second advertisement against piracy and the best works were published on their website.<sup>42</sup>

### **2012**

- The “*Fake no more*” campaign by the Finnish Anti-Counterfeiting Group, Pharma Industry Finland, the Finnish Customs, the Finnish Copyright Information and Anti-piracy Centre and the Embassy of the United States in Helsinki was carried out in the spring of 2012. The campaign’s main target group was students in secondary and upper secondary schools. The campaign focused on informing about counterfeit goods, counterfeit medicines and piracy. The campaign started with a main event, which included a piracy-related competition and a Finnish musician

---

- Finnish Copyright information and Anti-piracy Centre (2012), <http://antipiracy.fi/ajankohtaista/258/kansainvalinen-anti-piratismipaiva-762012/>. Visited on 22.03.2013.

- Finnish Copyright information and Anti-piracy Centre (2013), <http://antipiracy.fi/ajankohtaista/286/maailman-antipiratismipaiva-vietetään-kampissa/>. Visited on 9.6.2013.

<sup>37</sup> Formerly known as Suomen ääni- ja kuvatalennetuottajat r.y.

<sup>38</sup> Sources:

- “*Widenation*” website, available in Finnish at <http://www.widenation.fi/>. Visited on 21.03.2013.

- News article by Teosto Finnish Composers’ Copyright Society (2010), available in Finnish at <http://www.hyvitysmaksu.fi/teosto/websivut.nsf/0/97F9223CE10E4005C2257714001F0F44?opendocument>. Visited on 21.03.2013.

<sup>39</sup> [Dwld.fi](http://dwld.fi/), available in Finnish at <http://dwld.fi/fi/>. Visited on 21.03.2013.

<sup>40</sup> Information was provided by Juha Rislakki, Communication officer of Copyright Information and Anti-piracy Centre (interview on 6.5.2013).

<sup>41</sup> Source: News article by the Copyright information and Anti-piracy Centre (2007), available in Finnish at <http://antipiracy.fi/ajankohtaista/143/tulli-valistaa-tuotevaarennoksista-mr-lordi/>. Visited on 22.03.2013.

<sup>42</sup> Source: News article by CIAPC, available in Finnish at <http://antipiracy.fi/ajankohtaista/170/piratismia-kasittelevan-tietoiskuilpailun-voitto/>. Visited on 22.03.2013.

speaking about creative work<sup>43</sup>. The social media page of the campaign included piracy-related information, competitions and quizzes.<sup>44</sup>

- The “*Pirate is fake, a book does not come into existence by copying*”<sup>45</sup> campaign by the literary agency Moguli Pr was carried out in the autumn of 2012. The campaign focused on promoting the copyright of authors and the main target group was young people. The campaign included a social media page and a video which was uploaded to Youtube. In the video, authors and translators spoke about their work and how they considered piracy’s effect on it.<sup>46</sup>

## 2013

- A campaign focused on legal online services is carried out by the Copyright Academy<sup>47</sup> in 2013. The campaign’s main goal is to improve public awareness of legal online services. Marketing professionals are involved in planning the campaign and the intention is to allocate as much budget to advertising as possible.<sup>48</sup>
- The “*Pirate bay*”<sup>49</sup> campaign by the Finnish Copyright information and Anti-Piracy Centre was carried out in 2013. The campaign included a website<sup>50</sup>, which imitated the look of torrent-website Pirate bay. The campaign’s parody website directed visitors to legal online services. The campaign received lots of media coverage at the national and the international level, and the website attracted 200 000 visitors in two months. The campaign continued with a cinema-like poster<sup>51</sup>, which was placed on the front page of the campaign’s website.<sup>52</sup>

### ▪ CAMPAIGNS PROMOTING CONSUMERS’ RIGHTS

- The “*Exploitation or Fair?*”<sup>53</sup> campaign by the Electronic Frontier Finland (EFFI) was launched before the Finnish parliamentary elections held in April 2011. The campaign was directed against the extension of the private copying levy to computer hard disks and mobile phones. The campaign started with a radio advertisement and continued later with large posters displayed around Helsinki.<sup>54</sup>

---

<sup>43</sup> Information was provided by Juha Rislakki, the Communication Officer of CIAPC (Interview on 6.5.2013).

<sup>44</sup> Source: News article by CIAPC, available in Finnish at <http://antipiracy.fi/ajankohtaista/251/piratismi-ja-vaarennosten-vastainen-fake-no-more/>. Visited on 19.03.2013.

<sup>45</sup> Translation by the researcher. Original title in Finnish: “Piraatti on feikki – kirja ei synny kopioimalla”.

<sup>46</sup> Source: News article by CIAPC, available in Finnish at <http://antipiracy.fi/ajankohtaista/267/piraatti-on-feikki-kirja-ei-synny-kopioimalla/>. Visited on 22.03.2013

<sup>47</sup> The Copyright Academy is an organization founded by three collective management organizations: Kopiosto r.y., Teosto r.y., and Gramex r.y.

<sup>48</sup> Source: Lauri Kaira, project coordinator (interview on 25.3.2013).

<sup>49</sup> Translation by the researcher. Original title in Finnish “Piraatilahti”.

<sup>50</sup> The website of the “Piratebay” – campaign, available in Finnish at <http://piraattilahti.fi/>. Visited on 9.5.2013.

<sup>51</sup> Website of the “Piratebay”- campaign, available in Finnish at <http://piraattilahti.fi/>. Visited on 9.5.2013.

<sup>52</sup> Source: News article by CIAPC, available in Finnish at <http://antipiracy.fi/ajankohtaista/282/piraattilahti-fi-kampanja-jatkuu-leffajulistella/>. Visited on 31.5.2013.

<sup>53</sup> Translation by the researcher. Original title in Finnish “Riistoa vai reilua?”.

<sup>54</sup> Sources:

- The website of the campaign, <http://riisto.effi.org/index.html>. Visited on 9.6.2013.

- News article by Tietokone.fi, available in Finnish at

[http://www.tietokone.fi/artikkeli/uutiset/effi\\_sotajalalla\\_hyvitysmaksua\\_ja\\_arhinmakea\\_vastaan](http://www.tietokone.fi/artikkeli/uutiset/effi_sotajalalla_hyvitysmaksua_ja_arhinmakea_vastaan). Visited on 9.6.2013.

- As a part of the “Internet’s black day”<sup>55</sup> campaign, a group of Finnish websites were shut down for a day. The campaign was carried out on the same day as the UNESCOs World Book and Copyright Day to direct the attention of the public to the citizens’ law proposal (initiative) “Common sense to the Copyright Law”<sup>56</sup>, prepared in the Open Ministry service<sup>57</sup>.<sup>58</sup>

## **SECTION 2. COPYRIGHT-RELATED INFORMATION ACTIVITIES TARGETED AT AUTHORS, PERFORMERS AND OTHER PROFESSIONALS IN THE FIELD OF COPYRIGHT**

---

The following section presents organizations that have played an important role in disseminating copyright-related knowledge to authors, performers and other professionals in the field of copyright. The section is divided into two parts: A. Information and advisory/advocacy services by professional organizations, and B. Information and advisory services by other actors.

### ***A. TARGETED INFORMATION AND ADVISORY/ADVOCACY SERVICES BY PROFESSIONAL ORGANIZATIONS***

---

For most of the Finnish professional organizations, websites can be deemed as an important communication medium between them and their members. Therefore, information collected from the websites has been used as an indication of targeted information and advisory/advocacy services available for different stakeholder groups in core copyright industries<sup>59</sup>. However, this study is not based on the assumption that every organization analyzed should provide copyright-related information or advisory services on their website; considering their various roles and available resources, gathering and maintaining up-to-date such information would not be feasible or meaningful for many of these organizations<sup>60</sup>. The purpose of this research is to assess whether the information is available online for stakeholders, whatever its source.

The data was collected from 81 websites used for information activities by 91 organizations<sup>61</sup>. The first group of organizations was chosen from membership lists of central/industry organizations<sup>62</sup> and collective management organizations. The data was complemented with an analysis of links provided on

---

<sup>55</sup> Translation by the researcher. Original title in Finnish “Internetin musta päivä”.

<sup>56</sup> See the website of “Common Sense to the Copyright Law”, available in English at <http://www.jarkeatekijanoikeuslakiin.fi/en/index.html>. Visited on 19.6.2013.

<sup>57</sup> The website of the Open Ministry, available in Finnish at <http://www.avoinministerio.fi/>. Visited on 19.6.2013.

<sup>58</sup> Source: News article by Afterdawn.fi, available in Finnish at [http://fin.afterdawn.com/uutiset/artikkeli.cfm/2013/04/23/tanaan\\_vietetään\\_internetin\\_mustaa\\_paivaa](http://fin.afterdawn.com/uutiset/artikkeli.cfm/2013/04/23/tanaan_vietetään_internetin_mustaa_paivaa). Visited on 19.6.2013.

<sup>59</sup> For a definition of core copyright industries, see WIPO (2003). Guide on Surveying the Economic Contribution of the Copyright Based Industries, p. 73-74. Divisions made in this study are not strictly based on the WIPOs definition. Some industries were further divided into subsections (music, theatrical productions and operas, press and literature), and news reporting in radio and television is merged into the category of press. In addition, WIPOs definition does not include the game industry, but it was analyzed as an additional industry in this study.

<sup>60</sup> Providing links to websites of central/industry organizations, collective management organizations or other relevant actors offering copyright information may be the most reasonable solution for many organizations.

<sup>61</sup> The websites of Teatteri- ja mediatyöntekijät r.y. and Filmikamari r.y. are used for information activities of several organizations. These websites were comprehended as single organizations in this study.

<sup>62</sup> A central/industry organization in this study refers to an organization which represents several professional organizations within the industry or supports the operation of the industry in general. Central/industry organizations that were part of this study include organizations such as: The Finnish Union of Journalists, the Federation of the Finnish Media Industry, Central Union of the Finnish Theatre Organizations, Finnfoto, Artists’ Association of Finland, Finnish Musicians’ Union, Neogames and the Finnish Marketing Association.

the websites of these organizations. Most of the organizations supervise or promote occupational or economic interests of a particular stakeholder group<sup>63</sup>. Websites as an information sources had one major limit: 36 websites contained members-only areas, which were not available for examination<sup>64</sup>.

Core copyright industries (including the game industry) and numbers of organizations covered in this study:

Total number of organizations: 81

- Collective management organizations (CMOs) (6 organizations)<sup>65</sup>
- Press (17 organizations)
- Literature (4 organizations)
- Music (7 organizations)
- Theatrical productions and operas (8 organizations)<sup>66</sup>
- Motion picture and video (4 organizations)<sup>67</sup>
- Photography (5 organizations)
- Visual and graphic arts (11 organizations)
- Software and databases (6 organizations)
- Games (4 organizations)
- Advertising services (9 organizations)

Copyright-related information on the websites was analyzed in the following areas: general and industry-specific information regarding copyright, links to copyright-related pages, model contracts available on the websites, legal advisory and advocacy services. The assessment criteria are summarized below<sup>68</sup>.

Table 1. Summarized assessment criteria for professional organizations' websites	
<b>General information on copyright</b>	
The points for <b>the subject matter of copyright</b> and <b>rights and obligations</b> make up the total points for "General information on copyright". Analyzed contents include websites, guidebooks and presentation slides. News or magazine articles, bulletins, reports or researches were not analyzed.	
0 = No information (total points 0)	1 = Mentioned (total points 1-2)
2 = Comprehensive information (total points 3-4)	3 = Explained in detail (total points 5-6)

<sup>63</sup> A group of other organizations focused on information or export activities (for example information and export organizations), supporting (for example. foundations), or acting as a space for discussion or cooperation (for example associations) were analyzed in connection with this study as well. These organizations were not providing substantial copyright-related information or advisory services on their websites.

<sup>64</sup> It can be deemed that significant amount of information or materials regarding copyright-related issues can be found from these areas.

<sup>65</sup> CMOs are operating in following industries: Kopioisto r.y. (several industries), Sanasto r.y. (literature), Gramex r.y. and Teosto r.y. (music), Tuotos r.y. (motion picture and video) and Kuvasto r.y. (Visual and Graphic arts). In the industry-specific section, CMOs are included in the analysis according to their industries.

<sup>66</sup> The website of Teatteri- ja mediatyöntekijät r.y. is used for information activities of its following member organizations too: Lavastus ja pukusuunnittelijat r.y., Suomen tanssitaiteilijain liitto r.y., Suomen tanssitaiteilijain liitto r.y., Suomen teatteriohjaajien liitto r.y., Suomen valo- ja äänisuunnittelijoiden liitto r.y, Teatterialan ammattilaiset r.y., Suomen elokuva ja videotyöntekijäinliitto r.y., Television tuotantotyöntekijät r.y. In this study, these organizations are comprehended as one organization.

<sup>67</sup> The website of Filmikamari r.y. is used for information activities of the following organizations as well: Suomen elokuvatuottajien keskusliitto r.y., Suomen elokuvatoimistojen liitto r.y. and Suomen elokuvateatteriliitto r.y. In this study, these organizations are comprehended as one organization.

<sup>68</sup> For detailed assessment criteria, see Table 2. Assessment criteria for professional organizations' websites, in appendices.

<b>The subject matter of copyright:</b>			
quantity and comprehensiveness of information related to literary or artistic works, authorship, how copyright comes in to existence, idea/expression dichotomy, threshold of originality, duration of copyright, and transfer of copyright Points: 0 = No information 1: Mentioned 2: Comprehensive information 3: Explained in detail			
<b>Rights and obligations:</b>			
quantity and comprehensiveness of information related to economic and moral rights, exceptions and limitations of copyright, transformative uses of works, copyright infringements, and neighboring rights Points: 0 = No information 1: Mentioned 2: Comprehensive information 3: Explained in detail			
<b>Industry-specific information regarding copyright<sup>69</sup> (and contract making)</b>			
Quantity of words in sections/paragraphs focusing on topics related to specific copyright-protected works or to rights, licenses, contracts and remunerations related to uses of copyrighted works <sup>70</sup> . Analyzed contents include websites, guidebooks and presentation slides. Information on model contracts, general terms of contracts, guidelines for best practices, lists of remunerations, news or magazine articles, bulletins, reports or studies was not taken into account. Points: 0 = No information 1: Mentioned (0-500 words) 2: Comprehensive information (more than 500 words) 3: Explained in detail (more than 2 000 words)			
<b>Links to copyright-related pages</b>	<b>Model contracts</b>	<b>Legal /copyright-related advisory services</b>	<b>Advocacy services</b>
Links to domestic pages including “comprehensive” copyright-related information	Model contracts, general terms of contracts, collective agreements or guidelines for best practices	- Copyright or legal advisory services mentioned in descriptive texts, rules, annual reports <sup>71</sup> or - A person responsible for copyright/legal/contractual/ issues in the section “contact information”	Services of lawyers more advanced than advisory/counseling services. (CMOs’ core functions were not counted as advocacy services)

“Detailed” or “comprehensive” copyright-related information in general was provided by 18 out of 81 organizations. 8 of these organizations were from the industries of music (2 + 2 CMOs<sup>72</sup>) and literature (3 + 1 CMO). “Detailed” or “comprehensive” industry-specific information regarding copyright was provided by 26 organizations. The majority of these organizations were from the industries of music (5 + 2 CMOs), literature (3 + 1 CMO), press (3), theatrical productions and operas (3) as well as visual and graphic arts (2 + 1 CMO). Altogether 49 organizations provided links to domestic pages including “comprehensive” copyright-related information. 39 organizations provided model contracts, collective agreements (*työehtosopimus*) or general terms of contracts<sup>73</sup> (*yleiset sopimus- tai toimitusehdot*).

Legal advisory services were offered by 46 organizations. These services were offered primarily by telephone, e-mail or at the offices of the organizations. In the contact information section or in descriptive texts concerning the advisory services, 28 organizations mentioned “copyright” by name or information closely related to copyright issues. 18 organizations mentioned advisory services in a more

<sup>69</sup> Other intellectual property rights were included in this definition as well. Information concerning other intellectual property rights was provided by one organization (The Finnish Marketing Association).

<sup>70</sup> Information on contracts of employment was analyzed only for copyright-related information. Salaries in employment were not included in the definition of “remuneration related to uses of copyrighted works”. Therefore organizations representing stakeholder groups who produce or use copyrighted works without employment relationships receive better grades in this study. Information on social benefits (such as pensions or unemployment benefits) was analyzed only for remarks of copyright remunerations. Information on taxation was not analyzed at all.

<sup>71</sup> Only the latest annual reports were analyzed for advisory services.

<sup>72</sup> Collective management organizations

<sup>73</sup> Document defining general conditions for contract making.

general way, including terms such as “legal”, “juridical” or “terms of employment”. 35 organizations mentioned that services are targeted at members of the organizations only<sup>74</sup>.

Advocacy services were provided by 17 organizations 15 of which were explicitly targeted at the members of the organizations only. Nine organizations mentioned management of legal affairs in a general manner<sup>75</sup>. Three organizations provided financial help or the services of a lawyer in judicial proceedings. Three organizations offered dispute settlement services and two organizations provided contract negotiation services.

The results are summarized in the table below. For detailed information, see *Result Table 1. Targeted information and advisory/advocacy services provided on the websites of professional organizations* in the appendices.

<b>Table 2. Targeted information and advisory/advocacy services provided on the websites of the professional organizations</b>													
<i>Categories: a - Explained in detail, b - Comprehensive information, c - Mentioned, d – No information on the topics</i>													
	Number of websites	Copyright-related information and advisory services											
		General information on copyright					Industry-specific information regarding copyright (and contract making)				Legal/copyright-related advisory services	Advocacy Services	
INDUSTRY		a)	b)	c)	d)	Links provided	a)	b)	c)	d)	Model contracts provided		
<b>Collective management organizations</b>	<b>6</b>	<b>4</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>6</b>	<b>6</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>6</b>	<b>6</b>	<b>2</b>
<b>Press</b>	<b>17</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>12</b>	<b>8</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>12</b>	<b>7</b>	<b>8</b>	<b>2</b>
Journalists, reporters and editors	9	1	1	0	7	4	1	1	0	7	3	4	2
Publishers, newspapers and broadcasters	8	1	0	2	5	4	1	0	2	5	4	4	0
<b>Literature (authors)</b>	<b>4</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>4</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>4</b>	<b>3</b>	<b>2</b>
<b>Music</b>	<b>7</b>	<b>2</b>	<b>0</b>	<b>1</b>	<b>4</b>	<b>7</b>	<b>4</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>6</b>	<b>6</b>	<b>2</b>
Composers, songwriters, musicians and orchestras	5	1	0	0	4	5	2	1	2	0	4	4	2
Music publishers and phonogram producers	2	1	0	1	0	2	2	0	0	0	2	2	0
<b>Theatrical productions and operas</b>	<b>8</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>7</b>	<b>5</b>	<b>0</b>	<b>3</b>	<b>1</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>3</b>

<sup>74</sup> If advisory services were mentioned in member benefits or related – sections, they were counted as services only for members.

<sup>75</sup> If several services were mentioned, they were counted as “general advocacy services”.

Central/industry organizations	1	0	0	0	1	0	0	0	0	1	0	0	0
Playwrights, actors and theatre employees	4	1	0	0	3	3	0	3	0	1	2	3	2
Theatres and operas	3	0	0	0	3	2	0	0	1	2	1	1	1
<b>Motion picture and video</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>3</b>	<b>0</b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>2</b>	<b>1</b>
Film directors, screenwriters and employees	2	0	0	0	2	1	0	1	1	0	2	1	1
Film producers, film offices and cinemas	2	0	0	0	2	2	0	0	2	0	1	1	0
<b>Photography</b>	<b>5</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>1</b>	<b>2</b>	<b>0</b>
Central/industry organizations	1	1	0	0	0	1	1	0	0	0	1	1	0
Photographers	4	0	0	0	4	2	0	0	0	4	0	1	0
<b>Visual and graphic arts</b>	<b>11</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>9</b>	<b>8</b>	<b>0</b>	<b>2</b>	<b>3</b>	<b>6</b>	<b>3</b>	<b>4</b>	<b>1</b>
Central/industry organizations	1	0	0	0	1	1	0	0	1	0	1	1	0
Artists	10	1	0	1	8	7	0	2	2	6	2	3	1
<b>Software and databases</b>	<b>6</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>5</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>4</b>	<b>2</b>	<b>4</b>	<b>1</b>
ICT-employees	1	0	0	0	1	0	0	0	0	1	1	1	1
ICT-enterprises	5	0	0	1	4	1	1	0	1	3	1	3	0
<b>Games</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>0</b>
Central/industry organizations	1	0	0	0	1	0	0	0	0	1	0	0	0
Game employees	1	0	0	0	1	0	0	0	0	1	0	0	0
Game enterprises	2	0	0	0	2	0	0	0	0	2	0	0	0
<b>Advertising services</b>	<b>9</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>7</b>	<b>4</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>6</b>	<b>4</b>	<b>7</b>	<b>3</b>
Central/industry organizations	1	0	0	1	0	1	1	0	0	0	0	1	0
Employees	2	0	1	0	1	1	0	0	1	1	2	2	2
Marketing enterprises	6	0	0	0	6	2	0	0	1	5	2	4	1
<b>Total</b>	<b>81</b>	<b>13</b>	<b>5</b>	<b>6</b>	<b>57</b>	<b>49</b>	<b>17</b>	<b>9</b>	<b>15</b>	<b>40</b>	<b>39</b>	<b>46</b>	<b>17</b>

In the following paragraphs, industries<sup>76</sup> are analyzed separately and organizations that were providing “detailed or “comprehensive” industry-specific information on copyright are presented.

<sup>76</sup> Collective management organizations are analyzed as part of the industry they represent.

▪ **PRESS**

Number of organizations	“Detailed” or “Comprehensive” information on copyright in general	“Detailed” or “Comprehensive” industry-specific information regarding copyright	Links to copyright-related pages	Model contracts	Legal advisory services	Advocacy services
17	3	3	8	7	8	2

In the press industry, “Detailed or comprehensive” copyright-related information was offered by three organizations: The Finnish Union of Journalists and its Freelancer Division, as well as the Finnish Association for Scholarly Publishing<sup>77</sup>. Information was provided on topics such as copyright in journalism, rights of journalists and copyright issues related to science publishing. Legal advisory services were offered by eight organizations<sup>78</sup>. In addition, advocacy services were provided by the Finnish Union of Journalists (financial help in judicial proceedings) and The Association of Editors-in-chief (contract negotiation services)<sup>79</sup>.

▪ **LITERATURE**

Number of organizations	“Detailed” or “Comprehensive” information on copyright in general	“Detailed” or “Comprehensive” industry-specific information regarding copyright	Links to copyright-related pages	Model contracts	Legal advisory services	Advocacy services
4 (+ CMO Sanasto)	3 (+CMO)	3 (+CMO)	4 (+CMO)	4 (+CMO)	3 (+CMO)	2 (+CMO)

In the literature industry, “comprehensive” or “detailed” copyright-related information was offered by three organizations: The Union of Finnish Writers, The Finnish Association of Translators and Interpreters, The Finnish Association of Non-Fiction Writers<sup>80</sup>, and writers’ collective management organization Sanasto r.y. Information was provided regarding copyright, contracts and remunerations of authors, translators and interpreters. Legal advisory services were provided by three organizations<sup>81</sup> and Sanasto. Advocacy services were provided by The Finnish Association of Translators and Interpreters (dispute settlement services), The Finnish Association of Non-Fiction Writers (dispute settlement services), and Sanasto (general advocacy services).

<sup>77</sup> Journalistiliitto r.y., Suomen freelance-journalistit r.y., Suomen tiedekustantajien liitto r.y.

<sup>78</sup> The Finnish Union of Journalists (Journalistiliitto r.y.) and its Freelancer Division (Suomen freelance-journalistit r.y.), the Finnish Critics’ Association (Suomen arvostelijain liitto r.y.), the Finnish Association of Science Editors and Journalists (Suomen tiedetoimittajain liitto r.y.), the Federation of the Finnish Media Industry (Viestinnän keskusliitto r.y.), the Finnish Book Publishers Association (Suomen Kustannusyhdistys r.y.) the Finnish Periodical Publishers’ Association (Aikakauslehtien liitto r.y.), and the Association of Finnish Broadcasters (Radiomedia r.y).

<sup>79</sup> Journalistiliitto and Päätoimittajien yhdistys r.y.(translation by the researcher).

<sup>80</sup> Suomen kirjailijaliitto r.y , Suomen kääntäjien ja tulkkien liitto r.y., Suomen tietokirjailijat r.y.

<sup>81</sup> The Union of Finnish Writers, The Finnish Association of Translators and Interpreters, The Finnish Association of Non-Fiction Writers

▪ **MUSIC**

Number of organizations	“Detailed” or “Comprehensive” information on copyright in general	“Detailed” or “Comprehensive” industry-specific information regarding copyright	Links to copyright-related pages	Model contracts	Legal advisory services	Advocacy services
7 (+CMOs Gramex and Teosto)	2 (+ 2 CMOs)	5 (+ 2 CMOs)	7 (+ 2 CMOs)	6 (+ 2 CMOs)	6 (+ 2 CMOs)	2 (+ Teosto)

In the music industry, “comprehensive” or “detailed” copyright-related information was provided by five organizations and two collective management organizations: The Finnish Musicians’ Union, The Finnish Composers and Lyric Writers ELVIS, IFPI Finland, The Finnish Music Publishers Association, Society of Finnish Composers<sup>82</sup> and the collective management organizations Gramex and Teosto. The information was provided on topics such as music publishing and phonogram producing, as well as contracts of composers, songwriters, and musicians. Legal advisory services were provided by six organizations and two CMOs<sup>83</sup>. Advocacy services were provided by The Finnish Musicians’ Union (general advocacy services), The Finnish Composers and Lyric Writers ELVIS (financial help in judicial proceedings) and Teosto (dispute settlement).

▪ **THEATRICAL PRODUCTIONS AND OPERAS**

Number of organizations	“Detailed” or “Comprehensive” information on copyright in general	“Detailed” or “Comprehensive” industry-specific information regarding copyright	Links to copyright-related pages	Model contracts	Legal advisory services	Advocacy services
8 <sup>84</sup>	1	3	5	3	4	3

In the industry of theatrical productions and opera, “detailed” or “comprehensive” copyright-related information was provided by three organizations: The Finnish Playwrights and Screenwriters Guild, Theatre and Media Employees in Finland, and the Union of Finnish Actors<sup>85</sup>. Information was provided on topics such as rights and remunerations of actors and playwrights, as well as copyright remunerations’ impact on social benefits. Legal advisory services were provided by four organizations<sup>86</sup>. Advocacy services were provided by the Union of Finnish Actors (general advocacy services), Theatre

<sup>82</sup> Suomen muusikkojen liitto r.y., Freelancemuusikot r.y., Säveltäjät ja sanoittajat Elvis r.y., Musiikkituottajat r.y., Musiikkikustantajat r.y., Suomen Säveltäjät r.y.

<sup>83</sup> The Finnish Musicians’ Union, its division of Finnish Freelance Musicians, The Finnish Composers and Lyric Writers ELVIS, IFPI Finland, The Finnish Music Publishers Association, The Society of Finnish Composers, and collective management organizations Gramex r.y. and Teosto r.y.

<sup>84</sup> The website of Teatteri- ja mediatyöntekijät r.y. is used for information activities of its following member organizations: Lavastus ja pukusuunnittelijat r.y., Suomen tanssitaiteilijain liitto r.y., Suomen tanssitaiteilijain liitto r.y., Suomen teatteriohjaajien liitto r.y., Suomen valo- ja äänisuunnittelijoiden liitto r.y., Teatterialan ammattilaiset r.y., Suomen elokuva ja videotyöntekijäinliitto r.y., Television tuotantotyöntekijät r.y. In this study, these organizations are comprehended as one organization.

<sup>85</sup> Suomen näytelmäkirjailijat ja käsikirjoittajat r.y., Teatteri- ja mediatyöntekijät r.y. and Suomen näyttelijäliitto r.y.

<sup>86</sup> The Finnish Playwrights and Screenwriters Guild, The Finnish Actors’ Union (Suomen näytelmäkirjailijat ja käsikirjoittajat r.y.), Theatre and Media Employees in Finland (Teatteri- ja mediatyöntekijät r.y.), and The Association of Finnish Theatres (Suomen Teatterit r.y.).

and Media Employees in Finland (judicial proceedings) and The Association of Finnish Theatres<sup>87</sup> (general advocacy services).

▪ **MOTION PICTURE AND VIDEO**

Number of organizations	“Detailed” or “Comprehensive” information on copyright in general	“Detailed” or “Comprehensive” industry-specific information regarding copyright	Links to copyright-related pages	Model contracts	Legal advisory services	Advocacy services
4 <sup>88</sup> (+CMO Tuotos)	0 (+CMO)	1 (+CMO)	3 (+CMO)	3 (+CMO)	2 (+CMO)	1

In the industry of motion picture and video, “detailed” or “comprehensive” copyright-related information was offered by the Screenwriters Guild<sup>89</sup> and the audiovisual producers’ collective management organization Tuotos. Information was provided on film specific copyright issues, such as obtaining public performance licenses for films and contracts of screenwriters. Legal advisory services were provided by two organizations<sup>90</sup> and Tuotos. The Association of Finnish Film Directors<sup>91</sup> provided contract negotiation services for its members.

▪ **PHOTOGRAPHY**

Number of organizations	“Detailed” or “Comprehensive” information on copyright in general	“Detailed” or “Comprehensive” industry-specific information regarding copyright	Links to copyright-related pages	Model contracts	Legal advisory services	Advocacy services
5	1	1	3	1	2	0

In the photography industry, Finnfoto, the central association for photography organizations, provided “detailed” information on copyright issues. Information was provided on topics such as copyright law in photography, pricing of photography, and photography licenses. Finnfoto provided legal advisory services for its members as well<sup>92</sup>.

<sup>87</sup> Suomen Teatterit r.y.

<sup>88</sup> The website of Filmikamari r.y. is used for information activities of the following organizations: Suomen elokuvatuottajien keskusliitto r.y., Suomen elokuvatoimistojen liitto r.y. and Suomen elokuvateatteriliitto r.y. In this study, these organizations are comprehended as one organization.

<sup>89</sup> Käsikirjoittajien Kilta r.y.

<sup>90</sup> The Association of Finnish Film Directors (Suomen elokuvaohjaajaliitto r.y.) and the Association of Independent Producers in Finland (Suomen audiovisuaalisen alan tuottajat r.y.).

<sup>91</sup> Suomen elokuvaohjaajaliitto r.y.

<sup>92</sup> Source: The website of Ammattivalokuvaajat r.y., available in Finnish at <http://www.ammattivalokuvaajat.fi/newsite/sav/liity-jaseneksi/>. Visited on 6.6.2013.

▪ **VISUAL AND GRAPHIC ARTS**

Number of organizations	“Detailed” or “Comprehensive” information on copyright in general	“Detailed” or “Comprehensive” industry-specific information regarding copyright	Links to copyright-related pages	Model contracts	Legal advisory services	Advocacy services
11 (+ CMO Kuvasto)	1 (+CMO)	2 (+CMO)	8 (+CMO)	3 (+CMO)	4 (+CMO)	1

In the industry of visual and graphic arts, “detailed” or “comprehensive” copyright information was provided by two organizations and one collective management organization: Grafia - Association of Visual Communication Designers in Finland, The Association of Finnish Illustrators<sup>93</sup>, and visual artists’ CMO Kuvasto r.y. Information was provided on topics related to visual artists’ rights<sup>94</sup>, contracts and remunerations. Legal advisory services were provided by four organizations<sup>95</sup> and Kuvasto. Grafia offered general advocacy services for its members.

▪ **SOFTWARE AND DATABASES**

Number of organizations	“Detailed” or “Comprehensive” information on copyright in general	“Detailed” or “Comprehensive” industry-specific information regarding copyright	Links to copyright-related pages	Model contracts	Legal advisory services	Advocacy services
6	0	1	1	2	4	1

In the industry of software and databases, “detailed” information regarding copyright was provided by BSA Finland – The Software Alliance. The organization provided information on topics such as piracy and software licensing. Legal advisory services were provided by four organizations<sup>96</sup>. The Association of IT Sector Employees offered general advocacy services for its members.

▪ **GAME INDUSTRY**

Number of organizations	“Detailed” or “Comprehensive” information on copyright in general	“Detailed” or “Comprehensive” industry-specific information regarding copyright	Links to copyright-related pages	Model contracts	Legal advisory services	Advocacy services
4	0	0	0	0	0	0

<sup>93</sup> Grafia r.y. and Kuvittajat r.y.

<sup>94</sup> Such as exhibition right, right of access, and resale right.

<sup>95</sup> Association of Visual Communication Designers in Finland (Grafia r.y.), The Union of Finnish Art Associations (Kuvataidejärjestöjen liitto r.y.), The Artists’ Association of Finland (Suomen taiteilijaseura r.y.) and The Finnish Painters’ Union (Taidemaalari liitto r.y.).

<sup>96</sup> Bsa Finland, The Association of IT Sector Employees (Tietoalan toimihenkilöt r.y.), Teleforum r.y, and Ficom – Finnish Federation for Communications and Teleinformatics.

In the game industry, “detailed” or “comprehensive” information based on the assessment criteria regarding copyright or advisory/advocacy services were not offered by any organization on their website.

▪ **ADVERTISING SERVICES**

Number of organizations	“Detailed” or “Comprehensive” information on copyright in general	“Detailed” or “Comprehensive” industry-specific information regarding copyright	Links to copyright-related pages	Model contracts	Legal advisory services	Advocacy services
9	1	1	4	4	7	3

In the industry of advertising services, “detailed” or “comprehensive” information regarding copyright was provided by one organization: The Finnish Marketing Association<sup>97</sup>. Information was provided on IPR- and copyright-related issues in marketing. Information covered topics such as copyright-related contracts in marketing, copyright and trademark issues in product design. Legal advisory services were provided by seven organizations<sup>98</sup>. The Finnish Association of Marketing Communication Agencies, Union for Professionals in Communications and New Media MaMa r.y, and Union of Sales and Marketing Professionals<sup>99</sup> provided general advocacy services for their members.

***B. INFORMATION AND ADVISORY/ADVOCACY SERVICES BY OTHER ACTORS***

▪ **CENTRES FOR ECONOMIC DEVELOPMENT, TRANSPORT AND ENVIRONMENT (ELY CENTRES)**

The Centres for Economic Development, Transport and Environment (ELY Centres) operate under the Finnish Ministry of Employment and the Economy. The Centres’ mission is to promote regional development by managing government’s implementation and development tasks in 15 regions around Finland.<sup>100</sup> The Centres provide business advice in several areas related to entrepreneurship, including intellectual property rights. The IPR University Center provided copyright and contract law education for business advisors of all the 15 centres in 2011-2012<sup>101</sup>. The education covered the basics of copyright, as well as tools for acquiring information on copyright issues. In connection with the project, a copyright-related database was created and it was to be brought online in 2013<sup>102</sup>.

<sup>97</sup> Suomen markkinointiliitto r.y. and MaMa r.y.

<sup>98</sup> The Finnish Marketing Association (Suomen markkinointiliitto r.y.), The Union for Professionals in Communications and New Media (Mama r.y.), The Union of Sales and Marketing Professionals (Myynnin ja markkinoinnin ammattilaiset r.y.), The Association of Finnish Advertisers (Mainostajien liitto r.y.), The Finnish Direct Marketing Association (Suomen Asiakkuusmarkkinointiliitto r.y.), Employers’ Association of Advertising Agencies (Mainostoimistojen työnantajyhdistys r.y.) and The Finnish Association of Marketing Communication Agencies (Markkinointiviestinnän toimistojen liitto r.y.).

<sup>99</sup> Markkinointiviestinnän toimistojen liitto r.y, Mama r.y, Myynnin ja Markkinoinnin ammattilaiset r.y.

<sup>100</sup> Source: Website of the Centre for Economic Development, Transport and Environment, available in English at <http://www.ely-keskus.fi/en/web/ely-en/>. Visited on 9.6.2013.

<sup>101</sup> See the IPR-ELY-project on the website of the IPR University Center, available in Finnish at [http://www.iprinfo.com/koulutus/yritysneuvojien-koulutus/fi\\_FI/yritysneuvojien-koulutus/](http://www.iprinfo.com/koulutus/yritysneuvojien-koulutus/fi_FI/yritysneuvojien-koulutus/). Visited on 9.6.2013.

<sup>102</sup> Source: Annual report (2012) of the IPR University Center.

## ▪ IPR UNIVERSITY CENTER

The IPR University Center is an education and research<sup>103</sup> unit of Finnish Universities<sup>104</sup> focusing on industrial and intellectual property rights. The unit publishes books, researches, IPRinfo magazine<sup>105</sup>, articles, and news<sup>106</sup>. Several published materials cover copyright-related issues relevant to authors, performers and other professionals in the field of copyright. In addition, the unit arranges seminars and holds lectures on copyright issues in various events<sup>107</sup>. It also hosts and updates a database of court decisions for researchers and provides free advisory services on IPR-related information retrieval.<sup>108</sup>

## ▪ LIBRARIES.FI (KIRJASTOT.FI)

Libraries.fi<sup>109</sup> is a library network which provides information regarding library-related issues. The network has a copyright section specific for libraries, which includes copyright-related information and links. The section features a questions-answers area<sup>110</sup> where a copyright expert answers to library-specific questions. In addition, the website includes a copyright forum where several issues have been discussed<sup>111</sup>.

## ▪ FILI – FINNISH LITERATURE EXCHANGE

“FILI – Finnish Literature Exchange is an expert and export organization supporting translation, printing, and publication of literature and promoting the awareness of Finnish literature abroad.”<sup>112</sup> FILI’s website includes information regarding copyright-related contracts and remunerations of translators.

## ▪ NORDIC DRAMA CORNER

The Nordic Drama Corner is a commercial theatrical agency providing texts for theatres, arranging performance rights, commissioning the translations of plays and acquiring adaptation rights from Finland and abroad. The Nordic Drama corner provides information regarding copyright issues in theatrical productions on their website. Information can be found on topics such as public performance, transformative uses, and music rights in theatrical productions.<sup>113</sup>

---

<sup>103</sup> For information on education and research conducted by IPR University Center, see reports of Description Sheet 15. Education and Description Sheet 16. Research.

<sup>104</sup> IPR University Center is maintained by University of Helsinki, University of Turku, Aalto University and Svenska handelshögskolan.

<sup>105</sup> IPRinfo is published five times a year. The magazine includes articles, book reviews, news on conferences, and interviews related to intellectual and industrial property rights.

<sup>106</sup> Major part of these materials are published on IPR University Center’s website as well.

<sup>107</sup> Source: Annual reports of IPR University Center, available in Finnish at [http://www.iprinfo.com/ipr-university-center/toimintakertomukset/fi\\_FI/toimintakertomukset/](http://www.iprinfo.com/ipr-university-center/toimintakertomukset/fi_FI/toimintakertomukset/). Visited on 7.6.2013.

<sup>108</sup> Website of the IPR University Center, available in English at [http://www.iprinfo.com/en\\_GB/](http://www.iprinfo.com/en_GB/). Visited on 10.5.2013.

<sup>109</sup> See the website of the Library-network, available in English at <http://www.libraries.fi/>. Visited on 9.6.2013.

<sup>110</sup> The copyright section as well as the questions and answers area can be found on the website of Kirjastot.fi, available in Finnish at <http://mediakasvatus.kirjastot.fi/tekijanoikeus>. Visited on 9.6.2013.

<sup>111</sup> The copyright forum of “Kirjastot.fi”, available in Finnish at <http://www.kirjastot.fi/fi-FI/foorumit/group.aspx?groupId=67a8da09-3ff8-4151-91af-7116d610737b>. Visited on 19.6.2013.

<sup>112</sup> Source: Website of the FILI – Finnish Literature Exchange, <http://www.finlit.fi/fili/>. Visited on 9.6.2013.

<sup>113</sup> Source: Website of the Nordic Drama Corner, available in English at [http://www.dramacorner.fi/index.php?option=com\\_content&task=view&id=12&Itemid=37&lang=en](http://www.dramacorner.fi/index.php?option=com_content&task=view&id=12&Itemid=37&lang=en). Visited on 10.6.2013.

- **ART HUB**

The Art Hub project<sup>114</sup> coordinated by The Finnish Enterprise Agency of Tampere<sup>115</sup> was carried out in 2009-2011. The aim of the project was to develop the services of the Arts Councils. The project included the creation of a service database<sup>116</sup> for different actors in the creative industries. The service database includes contact information and links to national and regional actors related to copyright issues.

---

<sup>114</sup> See project description on the website of European Social Fund, [https://www.eura2007.fi/rrtiepa/projekti.php?projekti\\_koodi=S11026](https://www.eura2007.fi/rrtiepa/projekti.php?projekti_koodi=S11026). Visited on 13.6.2013.

<sup>115</sup> Translation made by the researcher. The name of the organization in Finnish: "Tampereen Seudun Uusyrityskeskus Ensimetri", see the website in English, <http://www.ensimetri.fi/en/frontpage>. Visited on 13.6.2013.

<sup>116</sup> The service database, available in Finnish at <http://www.kompassipolku.fi/index.php>. Visited on 13.6.2013.

## Conclusions

### **A. ANALYSIS AND SUMMARY OF THE RESULTS**

---

In Finland, copyright-related information and advisory services are widely available for the public in general as well as for authors, performers and other professionals in the field of copyright. In this section, information activities and advisory services are analyzed from the perspective of their target groups.

#### **▪ COPYRIGHT-RELATED INFORMATION ACTIVITIES TARGETED AT THE PUBLIC AT LARGE**

There is a wide range of actors providing information to the public on copyright-related issues in Finland. The Ministry of Education and Culture provides information regarding copyright legislation, policy, and future prospects for development. Answers to frequently asked questions can be found on the Ministry's website as well. Information and advisory services provided by The Copyright Information and Anti-piracy Centre, the six collective management organizations and Lyhty are important for the public to gain knowledge on the basics of copyright as well as their rights and obligations as citizens. Electronic Frontier Finland is one of the key actors promoting the rights of citizens in the digital world and providing information on copyright from the users' rights perspective. All these organizations host websites which include significant amounts of general copyright-related information. In addition, The Copyright Information and Anti-piracy Centre provides general copyright counseling for the public.

A majority of the copyright-related public awareness campaigns in Finland are financed by the Finnish Ministry of Education and Culture. The combined celebration of the World Intellectual Property day (WIPO) and World Book and Copyright Day (UNESCO) has expanded in recent years and involves a wide variety of activities arranged around Finland. Anti-piracy campaigns have been carried out regularly and the campaigns have used different media channels to maximize their interaction with the public. In recent years, the emphasis of many campaigns has shifted from the promotion of the obligations of copyright users towards the dissemination of knowledge on legal services available for consumers.

#### **▪ COPYRIGHT-RELATED INFORMATION ACTIVITIES TARGETED AT AUTHORS, PERFORMERS AND OTHER PROFESSIONALS IN THE FIELD OF COPYRIGHT**

Copyright-related information and advisory services are widely provided by professional organizations and other actors in the field of copyright. Out of the studied 81 professional organizations, 26 provided "detailed" or "comprehensive" industry-specific copyright-related information and 46 organizations legal advisory services<sup>117</sup> on their websites. 49 of the studied organizations provided links to domestic pages including "comprehensive" copyright-related information and 39 organizations offered model contracts on their websites. The 15 regional Centres for Economic Development, Transport and Environment, operating under the Finnish Ministry of Employment and Economy, provide copyright-related advisory services for entrepreneurs. In recent years, business advisors of the centres have received education on copyright-related issues from the IPR University Center.

### **B. METHODOLOGICAL FINDINGS**

---

#### **▪ LIMITATIONS**

Information activities targeted at the public were studied through the Internet. This study method provided an overview of the activities carried out by different actors, but not always detailed

---

<sup>117</sup> The services were offered on the websites of organizations in all examined industries, except in the game industry.

information on all activities. In the case of several public awareness campaigns, the information was based only on news articles about the campaigns.

The study of information activities targeted at authors, performers and other professionals in the field of copyright had three significant limitations: (1) The study focused mainly on core copyright industries, all relevant industries in the field of copyright were not analyzed (2) Only the services presented on the websites were analyzed - some relevant organizations do not even host websites (3) 36 websites included members-only area, and these were not available for analysis. When considering these three factors, it can be concluded that the quantity of copyright-related information available is likely to be higher than this study shows.

Assessment criteria of general copyright information did not cover all the areas where some organizations were providing substantial general copyright-related information. However, all of these organizations provided at least “comprehensive” general copyright-related information according to the assessment criteria. The study of industry-specific copyright information measured only quantity, not quality of information. Therefore, the results do not indicate how thoroughly various topics relevant to different stakeholders within the industries are covered. Another point to note is that, in some creative professions, contracts and remunerations are typically based on the use of individual works (e.g. songwriters, authors, translators), and in other creative professions on employment relationships (e.g. journalists, actors, theatre, movie and marketing employees). Because this study was limited on information on copyright-related remunerations and contracts, organizations representing the first group received better grades in the assessment.

Information activities provided on the regional level were not analyzed in depth. For example, advisory services provided by the business advisors of the Centers of Economic Development, Transport and Environment could have been analyzed more thoroughly.

#### ▪ GUIDELINES FOR FUTURE RESEARCH

When studying public awareness campaigns, a relevant starting point is to examine the sources of financing of national information campaigns. After the spectrum of campaigns is sorted out, news articles on the campaigns can be used as information sources. Organizers of the campaigns can be consulted if articles are not available or as additional information, if considered relevant.

Gathering the list of professional organizations can start with identifying central/industry organizations<sup>118</sup> and collective management organizations in different industries. An overview of the network can be established from the member lists of these organizations. Time should be reserved for this phase, especially if data concerning industries and organizations is not easily accessible. The concept of “professional organization” is left open to interpretations. As this study shows, organizations that supervise or promote occupational or economic interests of particular stakeholder groups are the primary types of organizations disseminating knowledge in Finland, but not necessarily in other countries. Therefore, all types of organizations should be analyzed for information on copyright-related issues. The characteristics of the organizations analyzed should be described when reporting.

Survey study could be selected as a research method in countries where the use of the Internet is less widespread. Survey questions could cover the existence of targeted information (such as guidebooks) and advisory/advocacy services by organizations. This survey study could be used as well to collect

---

<sup>118</sup> A central/industry organization in this study refers to an organization which represents several professional organizations within the industry or supports the operation of the industry in general. Central/industry organizations that were part of this study include organizations such as the Finnish Union of Journalists, the Federation of the Finnish Media Industry, Central Union of the Finnish Theatre organizations, Finnfoto, Artists’ Association of Finland, Finnish Musicians’ Union, Neogames and The Finnish Marketing Association.

information for methodology card 10 (copyright-related education as part of the education for professionals in creative industries) regarding to education provided by organizations.

The quality of industry-specific copyright-related information was not measured in this study. It however could be assessed by considering the most prominent copyright-related issues in different industries (such as special provisions in the copyright law), and contracts for different stakeholder groups within the industries. The information provided by organizations could be analyzed within this framework. The method could expose strengths and deficiencies of available information.

The time needed for this pilot study will depend on the size of the country and availability of lists of organizations acting in the core copyright industries. It depends also on how study is conducted. If surveys are used, the time needed could be evaluated at 3-4 weeks longer. If study is conducted mainly through internet, the time needed depends on whether assessment criteria are created for evaluating quantity and/or quality of copyright-related information or not. The workload for collecting data and drafting this report could be evaluated at:

Survey study:

- 10-11 weeks of full-time work including the formation of list of organizations and creating survey questions

Internet study:

- 7-8 weeks of full-time work including the formation of list of organizations and creation of assessment criteria.
- 5 weeks of full-time work including the formation of list of organizations
- 4 weeks of full-time work with already listed organizations and without creation of assessment criteria

## Appendices

### A. DESCRIPTION SHEET

Description sheet as presented in the Methodology Handbook, version 20.12.2013.

Description sheet 13. Copyright-related information activities			
<p><b>Description of copyright-related information activities targeting the public in general:</b></p> <ul style="list-style-type: none"> <li>- Information services provided by public bodies, copyright-related organizations, information, education and research institutions, and other actors.</li> <li>- Public awareness campaigns:               <ul style="list-style-type: none"> <li>- The celebration of World Book and Copyright Day (UNESCO) and World Intellectual Property Day (WIPO)</li> <li>- National anti-piracy campaigns; if possible, describe their activities and their results</li> <li>- Campaigns promoting consumers' or users' rights</li> </ul> </li> </ul> <p><b>Description of copyright-related information activities targeted at authors, performers and other professionals in copyright-based activities:</b></p> <ul style="list-style-type: none"> <li>- Information services provided by professional organizations, including a list of organizations offering these services and the availability of the services to non-members.</li> <li>- Information services provided by other actors (consider for example projects, networks, foundations, information, expert and export organizations)</li> </ul>			
Guidelines for data collection	<p>The research can be done by desktop study complemented with interviews of experts. When analyzing the information publicly available such as websites or news articles, the research can be based on a pre-set list of keywords and assessment criteria.</p> <p>The research concerning information activities targeted at professionals can be done separately for each industry.</p>		
Definitions	<table border="1" style="width: 100%;"> <tr> <td style="width: 50%;"><i>Information services</i></td> <td style="width: 50%;"><i>Services such as webpages, hotlines, expert consultations, magazines, guidebooks, libraries and other information sources on copyright issues. This does not include practical support such as dispute settlement or negotiation services.</i></td> </tr> </table>	<i>Information services</i>	<i>Services such as webpages, hotlines, expert consultations, magazines, guidebooks, libraries and other information sources on copyright issues. This does not include practical support such as dispute settlement or negotiation services.</i>
<i>Information services</i>	<i>Services such as webpages, hotlines, expert consultations, magazines, guidebooks, libraries and other information sources on copyright issues. This does not include practical support such as dispute settlement or negotiation services.</i>		
Limitations of the indicator	<p>Desktop studies might not allow access to information services provided by professional organizations to their members only.</p> <p>The quality of information provided can be difficult or time-consuming to assess and therefore is not covered by this description sheet.</p> <p>The success of information activities and awareness campaigns is difficult to assess and is not covered by this description sheet.</p> <p>It might be difficult to obtain an accurate number of professional organizations providing information services.</p>		

**B. TARGETED INFORMATION AND ADVISORY/ADVOCACY SERVICES BY PROFESSIONAL ORGANIZATIONS –  
ASSESSMENT CRITERIA AND RESULT TABLE**

<b>Table A1. Assessment criteria for professional organizations' websites</b>				
	<b>General information on copyright</b>			
	<i>The points of <b>the subject matter of copyright</b> and <b>rights and obligations</b> are added together to form total points for "general information on copyright"</i>			
	3: Explained in detail (total points of <b>subject matter of copyright + rights and obligations</b> : 5-6 points)	2: Comprehensive information (total points of <b>subject matter of copyright + rights and obligations</b> : 3-4 points)	1: Mentioned (total points of <b>subject matter of copyright + rights and obligations</b> : 1-2 points)	0: No information ( <b>subject matter of copyright + rights and obligations</b> : 0 points)
	3 points: Explained in detail	2 points: Comprehensive information	1 points: Mentioned	0 points: No information
<b>The subject matter of copyright</b>	<p>Straight link to the first section of copyright law provided OR at least 5 categories of copyrighted works mentioned</p> <p><u>16 or more sentences on following subjects (5 of 6 mentioned):</u></p> <ul style="list-style-type: none"> <li>-Definition of author</li> <li>-Description on how copyright comes in to existence</li> <li>-Description of idea/expression dichotomy</li> <li>-Description of threshold of originality</li> <li>-Duration of copyright</li> <li>-Information on transfer of copyright</li> </ul>	<p>Example of a copyrighted work provided</p> <p><u>8 or more sentences on following subjects (4 of 6 mentioned):</u></p> <ul style="list-style-type: none"> <li>-Definition of author</li> <li>-Description on how copyright comes in to existence</li> <li>-Description of idea/expression dichotomy</li> <li>-Description of threshold of originality</li> <li>-Duration of copyright</li> <li>-Information on transfer of copyright</li> </ul>	<p>Example of a copyrighted work provided</p>	<p>No information on the topics</p>
	3 points: Explained in detail	2 points: Comprehensive information	1 points: Mentioned	0 points: No information
<b>Rights and obligations</b>	<p><u>Economic and moral rights mentioned in 16 or more sentences. Following mentioned:</u></p> <ul style="list-style-type: none"> <li>-Reproduction right</li> <li>-Right to public performance and communication to the public</li> <li>-Right to attribution</li> <li>-Right to the integrity of the work</li> </ul> <p><u>At least two of the following mentioned in 16 or more sentences:</u></p> <ul style="list-style-type: none"> <li>-Exceptions and limitations of copyright (at least two mentioned)</li> <li>-Transformative uses of works</li> <li>-Copyright infringements</li> <li>-Neighboring rights</li> </ul>	<p><u>Economic and moral rights mentioned in 4 or more sentences:</u></p> <p><u>Some of the following mentioned in 8 or more sentences</u></p> <ul style="list-style-type: none"> <li>-Exceptions and limitations of copyright</li> <li>-Transformative uses of works</li> <li>-Copyright infringements</li> <li>-Neighboring rights</li> </ul>	<p>Economic or moral rights mentioned</p>	<p>No information on the topics</p>

Industry-specific information regarding copyright (and contract making) (Rating Scale 0-3)				
	3 points: Explained in detail	2 points: Comprehensive information	1 points: Mentioned	0 points : No Information
<b>Quantity of words in sections /paragraphs focusing on topics related to rights, licenses, contracts and remunerations related to uses of copyright protected works<sup>119</sup>.</b>	Industry-specific copyright-related information on website with more than 2000 words.	Industry-specific copyright-related information on website with more than 500 words.	industry specific copyright-related information mentioned	No information on the topics
Model Contracts, Links, Advisory/Advocacy Services ( Rating Scale Yes/no)				
<b>Copyright-related model contracts</b>	Model contracts, general terms of contracts, collective agreements or guidelines for best practices			
<b>Links to copyright-related websites</b>	Links to domestic websites with comprehensive copyright-related information (general or industry-specific)			
<b>Advisory services</b>	Legal advisory services mentioned in descriptive texts, rules, annual reports (latest report) OR person responsible for copyright/legal/contractual/ issues mentioned in section "contact information"			
<b>Advocacy services</b>	Services of lawyers, more advanced than advisory/counselling services provided free of charge. Core functions of CMOs (related to licensing) were not counted as advocacy services			

Table A2. Targeted information and advisory/advocacy services provided on the websites of professional organizations							
	The subject matter of copyright	Rights and obligations	Links	Industry-specific information regarding copyright	Model contracts	Advisory services (*only for members)	Advocacy services (*only for members)
<b>Rating Scale 0-3:</b> <b>0 = No information based on the criteria 1 = Mentioned, 2 = Comprehensive information, 3 = Explained in detail</b> <i>Central/industry organizations are underlined and their member organizations are presented in shadowed frames</i> <i>*Website including members-only area. Information on the area was not analyzed</i>							
Collective management organizations							
<u>Gramex r.y. - Copyright Society of Performing Artists and Producers of Phonograms*</u>	3	3	yes	3	yes	yes	no
<u>Kuvasto r.y. - Copyright Association of Artists</u>	3	3	yes	3	yes	yes	no

<sup>119</sup> The analyzed contents include websites, guidebooks and presentation slides.

- Information on model contracts, collective agreements, general terms of contracts, guidelines for best practices, lists of remunerations, news or magazine articles, bulletins, reports or studies was not taken into account.
- Information on employment contracts was analyzed only by looking at copyright-related information.
- Salaries were not included in the definition of "remunerations related to uses of copyrighted works".
- Information on social benefits (such as pensions or unemployment benefits) was analyzed only for remarks of copyright remunerations.
- Information on taxation was not taken into account.

Kopiosto r.y.*	3	3	yes	3	yes	yes	no
Sanasto r.y.	3	1	yes	3	yes	yes	yes
Teosto r.y. - Finnish Composers' Copyright Society*	3	3	yes	3	yes	yes	yes
Tuotos r.y. - Copyright Association of Producers of Audiovisual Works	2	2	yes	3	yes	yes*	no
<b>Press</b>							
<b>Journalist, reporters and editors</b>							
<b>Finnish Union of Journalists</b> <i>Suomen journalistiliitto r.y.*</i>	3	2	yes	2	yes	yes*	yes *
Freelance Division of the Finnish Union of Journalists <i>Suomen freelance-journalistit r.y.</i>	1	2	yes	3	yes	yes*	no
The Finnish Magazine Journalists' Association <i>Suomen aikakauslehtien toimittajain liitto r.y.</i>	0	0	yes	0	no	no	no
The Finnish Union of Radio and Television Journalists <i>Radio- ja televisiotoimittajien liitto RTTL r.y.*</i>	0	0	no	0	yes	no	no
Finnish Association of Radio and Tv Reporters <i>Suomen radio- ja tv-selostajat r.y.</i>	0	0	yes	0	no	no	no
Finnish Association of Science Editors and Journalists <i>Suomen tiedetoimittajain liitto r.y.*</i>	0	0	no	0	no	yes*	no
The Association of Editors-in-chief <i>Päätoimittajien yhdistys r.y.*</i>	0	0	no	0	no	no	yes*
The Association of Freelance Journalists and Graphic Designers <i>Freelance Ohjelmatyöntekijät r.y.</i>	0	0	no	0	no	no	no
The Finnish Critics' Association <i>Suomen arvostelijain liitto r.y.</i>	0	0	no	0	no	yes*	no
<b>Publishers, newspapers and broadcasters</b>							
<b>The Federation of the Finnish Media Industry</b> <i>Viestinnän keskusliitto r.y. *</i>	1	1	yes	1	yes	yes*	no
Finnish Book Publishers Association <i>Suomen kustannusyhdistys r.y.*</i>	0	0	no	0	yes	yes*	no
Finnish Newspapers Association <i>Sanomalehtien liitto r.y. *</i>	0	0	no	0	no	no	no
Finnish Periodical Publishers' Association <i>Aikakauslehtien liitto r.y.*</i>	0	0	yes	0	no	yes*	no
Federation of the Printing Industry <i>Graafinen teollisuus r.y.*</i>	0	0	no	0	yes	no	no
The Association of Finnish Broadcasters <i>Radiomedia r.y.</i>	1	1	no	1	no	yes*	no
Finnish Association for Scholarly Publishing <i>Suomen tiedekustantajien liitto r.y.</i>	3	3	yes	3	yes	no	no
Finnish Association of Technical Publishers <i>Suomen tekniset kustantajat r.y.*</i>	0	0	yes	0	no	no	no

Literature							
Authors							
The Finnish Association of Non-Fiction Writers <i>Suomen tietokirjailijat r.y</i>	3	2	yes	3	yes	yes*	yes *
The Finnish Association of Translators and Interpreters <i>Suomen kääntäjien ja tulkkien liitto r.y*</i>	3	3	yes	3	yes	yes*	yes *
The Union of Finnish-Swedish Writers <i>Finlands Svenska Författareföreningen r.f.</i>	0	0	yes	1	yes	no	no
Union of Finnish Writers <i>Suomen kirjailijaliitto r.y *</i>	2	2	yes	2	yes	yes	no
Music							
Composers, songwriters, musicians and orchestras							
<b>Finnish Musicians' Union</b> <i>Suomen muusikkojen liitto r.y</i>	0	0	yes	3	yes	yes*	yes*
The Association of Finnish Freelance Musicians <i>Freelancemuusikot r.y</i>	0	0	yes	1	yes	yes*	no
Association of Finnish Symphony Orchestras <i>Suomen sinfoniaorkesterit r.y.*</i>	0	0	yes	1	no	no	no
ELVIS – The Finnish Society of Composers and Lyricists <i>Säveltäjät ja sanoittajat ELVIS r.y.</i>	2	3	yes	3	yes	yes*	yes*
Society of Finnish Composers <i>Suomen säveltäjät r.y. *</i>	0	0	yes	2	yes	yes	no
Music publishers and phonogram producers							
Finnish Music Publishers Association <i>Suomen musiikkikustantajat r.y.</i>	3	2	yes	3	yes	yes*	no
IFPI Finland <i>Musiikkituottajat r.y.</i>	1	0	yes	3	yes	yes	no
Theatrical productions and operas							
Central/industry organizations							
<b>Central Union of the Finnish Theatre Organizations</b> <i>Suomen teatterijärjestöjen keskusliitto r.y.</i>	0	0	no	0	no	no	no
Playwrights, actors and theatre employees							
Finnish Playwrights and Screenwriters Guild <i>Suomen näytelmäkirjailijat ja käsikirjoittajat r.y.*</i>	3	3	yes	2	no	yes	no
Theatre and Media Employees in Finland <i>Teatteri- ja mediatyöntekijät r.y.</i> (Lavastus ja Pukusuunnittelijat r.y, Suomen elokuva- ja mediatyöntekijät, Suomen tanssi- ja sirkustaiteilijat r.y, Suomen teatteriohjaajat ja dramaturgit, Suomen Valo- ja Äänisuunnittelijoiden Liitto r.y, Teatterialan ammattilaiset r.y,	0	0	no	2	yes	yes*	yes*

Television tuotantotyöntekijät r.y.)*								
Union of Finnish Actors <i>Suomen näyttelijäliitto r.y. *</i>	0	0	yes	2	yes	yes*	yes*	
Swedish Speaking Actors Union of Finland <i>Finlands Svenska Skådespelareförbund r.f.</i>	0	0	yes	0	no	no	no	
<b>Theatres and operas</b>								
Association for Amateur and Professional Theatres in Finland <i>Työväen näyttämöiden liitto r.y. *</i>	0	0	yes	0	no	no	no	
The Association of Finnish Theatres <i>Suomen teatterit r.y. *</i>	0	0	yes	1	yes	yes*	yes*	
Finnish Opera Union <i>Suomen oopperaliitto r.y.</i>	0	0	no	0	no	no	no	
<b>Motion picture and video</b>								
<b>Film directors, screenwriters and employees</b>								
Screenwriters' Guild <i>Käsikirjoittajien kilta*</i>	0	0	yes	2	yes	no	no	
The Association of Finnish Film Directors <i>Suomen elokuvaohjaajaliitto SELO r.y.</i>	0	0	no	1	yes	yes*	yes*	
<b>Film producers, film offices and cinemas</b>								
Association of Independent Producers in Finland <i>Suomen audiovisuaalisen alan tuottajat SATU r.y.</i>	0	0	yes	1	no	yes*	no	
<u>The Finnish Chamber of Films</u> <i>Suomen filmikamari r.y.</i> (Suomen elokuvatuottajien keskusliitto r.y., Suomen elokuvatoimistojen liitto r.y., Suomen elokuvateatteriliitto r.y.)	0	0	yes	1	yes	no	no	
<b>Photography</b>								
<b>Photographers</b>								
<b><u>Finnfoto r.y.</u></b>	3	3	yes	3	yes	yes*	no	
Finnish Imagemakers Association <i>Suomen mainosvalokuvaajat r.y.</i>	0	0	no	0	no	no	no	
Finnish Nature Photographers Association <i>Suomen luonnonvalokuvaajat SLV r.y. *</i>	0	0	yes	0	no	yes*	no	
Finnish Press Photographers Association <i>Suomen lehtikuvaajat r.y. *</i>	0	0	yes	0	no	no	no	
Finnish Professional Photographers' Association <i>Suomen ammattivalokuvaajat r.y. *</i>	0	0	no	0	no	no	no	

	The subject matter of copyright	Rights and obligations	Links	Industry specific copyright or contractual information	Model contracts	Advisory services (*only for members)	Advocacy services (*only for members)
<b>Visual and graphic arts</b>							
<b>Visual and graphic artists</b>							
<b>Artists' Association of Finland</b> <i>Suomen taiteilijaseura r.y.</i>	0	0	yes	1	yes	yes*	no
Artists' Association Muu r.y. <i>MUU r.y.</i>	0	0	yes	0	no	no	no
Association of Finnish Sculptors <i>Suomen kuvanveistäjäliitto r.y.</i>	0	0	no	0	no	no	no
Finnish Painters' Union <i>Taidemaalari liitto r.y.</i>	0	0	yes	0	no	yes*	no
The Association of Finnish Printmakers <i>Suomen taidegraafikot r.y.</i>	0	0	no	1	no	no	no
The Union of Artist Photographers <i>Valokuvataiteilijoiden liitto r.y.</i>	0	0	yes	0	no	no	no
Union of Finnish Art Associations <i>Suomen kuvataidejärjestöjen liitto r.y.</i>	0	0	yes	0	no	yes*	no
Association of Visual Communication Designers in Finland <i>Grafia r.y. *</i>	3	3	yes	2	yes	yes*	yes*
Freelance Graphic Designers <i>Freelance-graafikot r.y.*</i>	0	0	yes	1	no	no	no
The Association of Finnish Illustrators <i>Kuvittajat r.y.</i>	1	1	yes	2	yes	no	no
The Finnish Comics Professionals <i>Sarjakuvantekijät r.y.</i>	0	0	no	0	no	no	no
<b>Software and databases</b>							
<b>ICT-Employees</b>							
Association of IT Sector Employees <i>Tietoalan toimihenkilöt r.y. *</i>	0	0	no	0	yes	yes*	yes*
<b>ICT-enterprises</b>							
BSA Finland r.y.	1	0	no	3	no	yes	no
Finnish Federation for Communications and Teleinformatics Ficom <i>Tietoliikenteen ja tietotekniikan keskusliitto FiCom r.y. *</i>	0	0	yes	1	yes	yes	no
Finnish Software Entrepreneurs <i>Ohjelmistoyrittäjät r.y.</i>	0	0	no	0	no	no	no
ICT Finland <i>ICT Suomi r.y.</i>	0	0	no	0	no	no	no
Teleforum r.y.	0	0	no	0	no	yes*	no
<b>Game industry</b>							
<b>Central/industry organizations</b>							
<b>Neogames</b> – Hub of the Finnish Game Industry	0	0	no	0	no	no	no

Game employees							
Igda Finland – Finnish Chapter of the International Game Developers Association	0	0	no	0	no	no	no
Game enterprises							
Figma – Finnish Games and Multimedia Association *	0	0	no	0	no	no	no
Finnish Game Developers Association <i>Suomen pelinkehittäjät r.y.</i>	0	0	no	0	no	no	no
Advertising services							
Central/industry organizations							
<b>The Finnish Marketing Association</b> <i>Suomen Markkinointiliitto r.y.*</i>	1	1	yes	3	no	yes*	no
Marketing employees							
Union for Professionals in Communications and New Media <i>MaMa r.y.</i>	2	1	yes	1	yes	yes*	yes*
Union of Sales and Marketing Professionals <i>Myyntin ja markkinoinnin ammattilaiset r.y. *</i>	0	0	no	0	yes	yes*	yes*
Marketing Enterprises							
Association of Finnish Advertisers <i>Mainostajien liitto r.y. *</i>	0	0	yes	1	yes	yes*	no
Employers' Association of Advertising Agencies <i>Mainostoimistojen työnantajayhdistys r.y.</i>	0	0	no	0	no	yes*	no
Finnish Association of Marketing Communication Agencies MTL <i>Markkinointiviestinnän toimistojen liitto r.y. *</i>	0	0	no	0	no	yes*	yes*
Finnish Direct Marketing Association, the ASML <i>Suomen asiakkuusmarkkinointiliitto ASML r.y.*</i>	0	0	no	0	no	yes*	no
Outdoor Finland <i>Suomen ulkomainosliitto r.y.</i>	0	0	no	0	no	no	no
Finnish Sign Association Suomen valomainosliitto r.y.	0	0	yes	0	yes	no	no

### C. INFORMATION SOURCES

#### International:

- United Nations – World Book and Copyright Day, <http://www.un.org/en/events/bookday/index.shtml>
- WIPO – About World Intellectual Property Day, <http://www.wipo.int/ip-outreach/en/ipday/>

- WIPO (2003). Definition of “core copyright industries”, p. 73-74, Guide on Surveying the Economic Contribution of the Copyright-Based Industries, [http://www.wipo.int/freepublications/en/copyright/893/wipo\\_pub\\_893.pdf](http://www.wipo.int/freepublications/en/copyright/893/wipo_pub_893.pdf)

## Finland:

- ***Finnish Ministry of Education and Culture (Opetus- ja kulttuuriministeriö)***

- Grants for national copyright development projects, text in Finnish: [http://www.minedu.fi/OPM/Tekijaenoikeus/tekijaenoikeuden\\_kehittaaminen/avustukset/tekijanoikeuden\\_kehittaminen.html](http://www.minedu.fi/OPM/Tekijaenoikeus/tekijaenoikeuden_kehittaaminen/avustukset/tekijanoikeuden_kehittaminen.html)
- Copyright Council, text in English: <http://www.minedu.fi/OPM/Tekijaenoikeus/tekijaenoikeusneuvosto/?lang=en>
- Copyright-section, text in English: <http://www.minedu.fi/OPM/Tekijaenoikeus/?lang=en>
- ”Tekijän- ja teollisoikeuksia tehdään tutuksi teemapäivänä”, news article in Finnish: <http://www.minedu.fi/etusivu/arkisto/2008/2404/tekijanoikeuspaiva.html>
- Question and answer-section, text in Finnish: [http://www.minedu.fi/OPM/Tekijaenoikeus/tekijaenoikeuden\\_perusteita/tekijanoikeudesta\\_kysyttya/index.html](http://www.minedu.fi/OPM/Tekijaenoikeus/tekijaenoikeuden_perusteita/tekijanoikeudesta_kysyttya/index.html)

- ***Copyright Information and Anti-piracy Center (Tekijänoikeuden tiedotus- ja valvontakeskus, TTVK)***

- Copyright Information and Anti-piracy Centre, text in English: <http://antipiracy.fi/inenglish/>
- Copyright section in “Älypää” quiz service, text in Finnish: <http://alypaa.com/pelit/tekijanoikeus>
- Copyright information website, text in Finnish: <http://www.tekijanoikeus.fi>
- ”Pirate bay” campaign website, text in Finnish: <http://piraattilahti.fi/>
- Teaching materials, text in Finnish: <http://www.piraattitehdas.fi/index.php>

### News articles (texts in Finnish):

- “Maailman antipiratismipäivä 13.6.2007” (2007): <http://antipiracy.fi/ajankohtaista/149/maailman-antipiratismipaiva-1362007/>
- “Maailman antipiratismipäivä 24.6.2008” (2008): <http://antipiracy.fi/ajankohtaista/173/maailman-antipiratismipaiva-2462008/>
- “Maailman antipiratismipäivää vietetään torstaina” (2009): <http://antipiracy.fi/ajankohtaista/181/maailman-antipiratismipaivaa-vietetaan-torstaina/>
- “Maailman antipiratismipäivää vietetään 8.6.2010” (2010): <http://antipiracy.fi/ajankohtaista/193/maailman-antipiratismipaivaa-vietetaan-862010/>
- ”Maailman antipiratismipäivää vietetään Kampissa 6.6.2013: <http://antipiracy.fi/ajankohtaista/286/maailman-antipiratismipaivaa-vietetaan-kampissa/>
- “Kansainvälinen anti-piratismipäivä 8.6.2011” (2011): <http://antipiracy.fi/ajankohtaista/218/kansainvalinen-anti-piratismipaiva-862011/>
- “Kansainvälinen anti-piratismipäivä 7.6.2012” (2012): <http://antipiracy.fi/ajankohtaista/258/kansainvalinen-anti-piratismipaiva-762012/>
- ”Piraattilahti.fi-kampanja jatkuu ”leffajulisteella” (2013): <http://antipiracy.fi/ajankohtaista/282/piraattilahtifi-kampanja-jatkuu-leffajulisteella/>

- "Piratismia käsittelevän tietoisuuskilpailun voitto Mikkelin ammattikorkeakouluun" (2008), <http://antipiracy.fi/ajankohtaista/170/piratismia-kasittelevan-tietoisuuskilpailun-voitto/>
- "Piratismien ja väärennösten vastainen Fake No More-kampanja alkaa 16.2.2012" (2012): <http://antipiracy.fi/ajankohtaista/251/piratismien-ja-vaarennosten-vastainen-fake-no-more/>
- "Tulli valistaa tuoteväärennöksistä – Mr. Lordi mukana omalla julisteellaan" (2007), <http://antipiracy.fi/ajankohtaista/143/tulli-valistaa-tuotevaarennostista-mr-lordi/>
- "Piraatti on feikki – kirja ei synny kopioimalla–kampanja: <http://antipiracy.fi/ajankohtaista/267/piraatti-on-feikki-kirja-ei-synny-kopioimalla/>

- ***Finnish Inventors Association (Suomalaisten keksijöiden tukiyhdistys)***

News articles (texts in Finnish):

- "Maailman henkisen omaisuuden päivä 2008" (2008): [http://www.keksijoidentuki.fi/mhop\\_2008.html](http://www.keksijoidentuki.fi/mhop_2008.html)
- "Maailman henkisen omaisuuden päivä 26.4.2010" (2010): [http://www.keksijoidentuki.fi/mhop\\_2010.html](http://www.keksijoidentuki.fi/mhop_2010.html)
- "Maailman henkisen omaisuuden päivä 26.4.2011" (2011): [http://www.keksijoidentuki.fi/mhop\\_2011.html](http://www.keksijoidentuki.fi/mhop_2011.html)
- "Suomen pääjuhla – kutsu" (2012): <http://www.keksijoidentuki.fi/pdf/MHOP-2012-KUTSU.pdf>

- ***IPR University Center***

- Annual reports, available in Finnish at: [http://www.iprinfo.com/ipr-university-center/toimintakertomukset/fi\\_FI/toimintakertomukset/](http://www.iprinfo.com/ipr-university-center/toimintakertomukset/fi_FI/toimintakertomukset/)
- IPR-ELY project, text in Finnish: [http://www.iprinfo.com/koulutus/yritysneuvojen-koulutus/fi\\_FI/yritysneuvojen-koulutus/](http://www.iprinfo.com/koulutus/yritysneuvojen-koulutus/fi_FI/yritysneuvojen-koulutus/)
- IPR University Center, text in English: [http://www.iprinfo.com/en\\_GB/](http://www.iprinfo.com/en_GB/)

News articles (texts in Finnish):

- "Ensimmäiset Konsta-palkinnot innovaation edistäjille" (2005): [http://www.iprinfo.com/julkaisut/iprinfo-lehti/lehtiarkisto/2005/IPRinfo\\_2-2005/fi\\_FI/Ensimmäiset\\_Konstapalkinnot\\_innovaation\\_edistajille/](http://www.iprinfo.com/julkaisut/iprinfo-lehti/lehtiarkisto/2005/IPRinfo_2-2005/fi_FI/Ensimmäiset_Konstapalkinnot_innovaation_edistajille/)
- "Maailman henkisen omaisuuden päivän Suomen tapahtuma" (2013): [http://www.iprinfo.com/koulutus/tulevaa-koulutusta/tapahtumat/fi\\_FI/maailman-henkisen-omaisuuden-paiva/](http://www.iprinfo.com/koulutus/tulevaa-koulutusta/tapahtumat/fi_FI/maailman-henkisen-omaisuuden-paiva/)

- ***National Board of Patents and Registration of Finland (Patentti- ja rekisterihallitus)***

News articles (texts in Finnish):

- "Maailman henkisen omaisuuden päivä kannustaa luovuuteen" (2007): <http://www.prh.fi/fi/uutiset/726.html>
- "Innovaatioparlamentti koolle ensimmäistä kertaa" (2007): <http://www.prh.fi/fi/uutiset/727.html>.
- "Maailman henkisen omaisuuden päivää juhlistettiin, keksijöitä palkittiin" (2009): [http://www.prh.fi/fi/uutiset/P\\_347.html](http://www.prh.fi/fi/uutiset/P_347.html)

- ***Other***

- Afterdawn.fi – "Internetin musta päivä suuntaa huomiota tekijänoikeuslakialoitteeseen", news article

in Finnish:

[http://fin.afterdawn.com/uutiset/artikkeli.cfm/2013/04/23/tanaan\\_vietetaan\\_internetin\\_mustaa\\_p\\_aivaa](http://fin.afterdawn.com/uutiset/artikkeli.cfm/2013/04/23/tanaan_vietetaan_internetin_mustaa_p_aivaa)

- Centre for Economic Development, Transport and the Environment, text in English: <http://www.ely-keskus.fi/en/web/ely-en/>
- Citizens' law proposal (initiative) "Common Sense to the Copyright Law", text in English: <http://www.jarkeatekijanoikeuslakiin.fi/en/index.html>
- Copyright Day website, text in Finnish: <http://www.tekijanoikeuspaiva.fi>
- Digitoday.fi (2006) – "Anti-piratismiyhdistys valistaa laivamatkustajia tuotevääreännöksistä", news article in Finnish <http://www.digitoday.fi/tietoturva/2006/06/14/anti-piratismiyhdistys-valistaa-laivamatkustajia-tuotevaarennoksista/20068357/66>
- Dwnld.fi – website for legal online services: <http://dwnld.fi/fi/>
- Electronic Frontier Finland r.y, text in English: <http://www.effi.org/index.en.html>
- "Exploitation or Fair?"-campaign website, text in Finnish: <http://riisto.ffi.org/index.html>
- Fili – Finnish Literature Exchange, text in English: <http://www.finlit.fi/fili/en/>
- Kirjastot.fi – Copyright forum, text in Finnish: <http://www.kirjastot.fi/fi-FI/foorumit/group.aspx?groupId=67a8da09-3ff8-4151-91af-7116d610737b>
- Kirjastot.fi – Copyright section & question and answer section, text in Finnish: <http://mediakasvatus.kirjastot.fi/tekijanoikeus>
- Lyhty – luovan työn tekijät ja yrittäjät, text in Finnish: <http://www.kulttuuri.net/lyhty>
- Nordic Drama Corner, text in English: [http://www.dramacorner.fi/index.php?option=com\\_content&task=view&id=12&Itemid=37&lang=en](http://www.dramacorner.fi/index.php?option=com_content&task=view&id=12&Itemid=37&lang=en)
- Sininen Meteoriitti (2006) – "Maailman henkisen omaisuuden päivä, news article in Finnish: <http://www.meteoriitti.com/fi-FI/tiedotteet/?groupId=542ea45a-8281-407c-85e1-243d3eb9dbac&announcementId=a5a5be38-9498-407f-999c-38be369894a4>
- The Open Ministry, available in Finnish at <http://www.avoinministerio.fi/>
- Teosto- Finnish Composers' Copyright Society – "Luova ala aloitti kampanjan laillisen lataamisen puolesta", news article in Finnish: <http://www.hyvitysmaksu.fi/teosto/websivut.nsf/0/97F9223CE10E4005C2257714001F0F44?opendocument>
- Tietokone.fi – "Effi sotajalalla hyvitysmaksua ja Arhinmäkeä vastaan", news article in Finnish: [http://www.tietokone.fi/artikkeli/uutiset/effi\\_sotajalalla\\_hyvitysmaksua\\_ja\\_arhinmakea\\_vastaan](http://www.tietokone.fi/artikkeli/uutiset/effi_sotajalalla_hyvitysmaksua_ja_arhinmakea_vastaan)
- Widenation campaign-page, text in Finnish: <http://www.widenation.fi/>

- **Professional organizations (websites in Finnish and Swedish, \* unofficial translation by the researcher):**

#### Collective management organizations

- Gramex r.y - Copyright Society of Performing Artists and Producers of Phonograms: <http://www.gramex.fi/en> (Visited on 15.07.13)
- Kuvasto r.y - Copyright Association of Artists: <http://www.kuvastory.fi/> (Visited on 15.07.13)
- Kopiosto r.y: [http://www.kopiosto.fi/fi\\_FI/](http://www.kopiosto.fi/fi_FI/) (Visited on 15.07.13)
- Sanasto r.y: <http://www.sanasto.fi/> (Visited on 15.07.13)
- Teosto r.y – Finnish Composers' Copyright Society: <http://www.teosto.fi/> (Visited on 15.07.13)
- Tuotos r.y – Copyright Association of Producers of Audiovisual Works: <http://www.tuotos.fi/> (Visited on 15.07.13)
-

## Press

### *Journalists, reporters and editors:*

- Finnish Union of Journalists (Suomen Journalistiliitto r.y): <http://www.journalistiliitto.fi/> (Visited on 15.07.13)
- Freelance division of the Finnish Union of Journalists\* (Suomen freelance-journalistit r.y): <http://www.freet.fi/> (Visited on 15.07.13)
- The Finnish Magazine Journalists' Association\* (Suomen Aikakauslehden toimittajain liitto r.y): <http://www.sal-info.org/> (Visited on 15.07.13)
- The Finnish Union of Radio and Television Journalists\* (Radio- ja televisiotoimittajien liitto r.y): <http://www.rttl.fi/> (Visited on 15.07.13)
- Finnish Association of Radio and TV reporters\* (Suomen radio- ja tv-selostajat r.y): <http://www.kolumbus.fi/srtvs/> (Visited on 15.07.13)
- Finnish Association of Science Editors and Journalists (Suomen tiedetoimittajain liitto r.y): <http://www.suomentiedetoimittajat.fi/> (Visited on 15.07.2013)
- The Association of Editors-in-chief\* (Päätoimittajien yhdistys r.y): <http://www.paatoimittajat.fi/> (Visited on 15.07.2013)
- The Association of Freelance Journalists and Graphic Designers\* (Freelance-ohjelmatyöntekijät FOT r.y): <http://www.fot.fi/fot/fot01.htm> (Visited on 15.07.13)
- The Finnish Critics' Association (Suomen arvostelijain liitto r.y): <http://www.sarv.fi/> (Visited on 15.07.13)

### *Publishers, newspapers and broadcasters:*

- The Federation of Finnish Media Industry, Finnmedia (Viestinnän keskusliitto r.y): <http://www.vkl.fi/> (Visited on 15.07.13)
- Finnish Book Publishers Association (Suomen kustannusyhdistys r.y): <http://www.kustantajat.fi/> (Visited on 15.07.13)
- Finnish Newspapers Association (Sanomalehtien liitto r.y): <http://www.sanomalehdet.fi/> (Visited on 15.07.13)
- Finnish Periodical Publishers' Association (Aikakauslehtien liitto r.y): <http://www.aikakauslehdet.fi/Etusivu/> (Visited on 15.07.13)
- Federation of the Printing Industry (Graafinen teollisuus r.y): <http://www.graafinteollisuus.fi/> (Visited on 15.07.13)
- The Association of Finnish Broadcasters (RadioMedia r.y): <http://www.radiomedia.fi/> (Visited on 15.07.13)
- Finnish Association for Scholarly Publishing (Suomen tiedekustantajien Liitto r.y): <http://www.tiedekustantajat.fi/> (Visited on 15.07.13)
- Finnish Association of Technical Publishers (Suomen tekniset kustantajat r.y): <http://www.suomenteknisetkustantajat.fi/> (Visited on 15.07.13)

## Literature

### *Authors:*

- The Finnish Association of Non-Fiction Writers (Suomen tietokirjailijat r.y): <http://www.suomentietokirjailijat.fi/> (Visited on 16.07.13)
- The Finnish Association of Translators and Interpreters (Suomen kääntäjien ja tulkkien liitto r.y): <http://www.sktl.fi/> (Visited on 16.07.13)

- Union of Finnish-Swedish Writers\*(Finlands svenska författareföreningen r.f): <http://www.forfattarna.fi/start/> (Visited on 16.07.13)
- Union of Finnish Writers (Suomen kirjailijaliitto r.y): <http://www.kirjailijaliitto.fi/> (Visited on 16.07.13)

## Music

### *Composers, songwriters, musicians and orchestras:*

- Finnish Musicians' Union (Suomen muusikkojen Liitto r.y): <http://www.muusikkojenliitto.fi/> (Visited on 16.07.13)
- The Association of Finnish Freelance Musicians\* (Freelancemuusikot r.y): <http://www.freelancemuusikot.fi/> (Visited on 16.07.13)
- Association of Finnish Symphony Orchestras (Suomen sinfoniaorkesterit r.y): <http://www.sinfoniaorkesterit.fi/> (Visited on 16.07.13)
- ELVIS – Finnish Society of Composers and Lyricists (Säveltäjät ja sanoittajat Elvis r.y): <http://www.elvisry.fi/> (Visited on 16.07.13)
- Society of Finnish Composers (Suomen säveltäjät r.y) <http://www.composers.fi/> (Visited on 16.07.13)

### *Music publishers and phonogram producers:*

- Finnish Music Publishers Association (Suomen musiikkikustantajat r.y): <http://www.musiikkikustantajat.fi/index.php> (Visited on 16.07.13)
- IFPI Finland (Musiikkituottajat r.y): <http://www.ifpi.fi/> (Visited on 16.07.13)

## Theatrical production and operas

### *Central/industry organizations:*

- Central Union of the Finnish Theatre Organizations\* (Suomen teatterijärjestöjen keskusliitto r.y): <http://www.teatterijarjestojenkeskusliitto.fi/> (Visited on 16.07.13)

### *Playwrights, actors and theatre employees:*

- Theatre and Media Employees in Finland (Teatteri- ja mediatyöntekijät r.y): <http://www.teme.fi/> (Visited on 16.07.13)
  - Theatre, Film and Television Designers (Lavastus- ja pukusuunnittelijat r.y.)
  - The Union of Finnish Dance Artists (Suomen tanssi- ja sirkustaitelijat r.y.)
  - The Union of Finnish Film and Video Employees (Suomen elokuva- ja mediatyöntekijät SET r.y.)
  - The Union of Finnish Lighting and Sound Designers (Suomen valo- ja äänisuunnittelijoiden liitto SVÄL r.y.)
  - The Union of Finnish Theatre Directors (Suomen teatteriohjaajat ja dramaturgit)
  - Theatre Professionals' Union Finland (Teatterialan ammatilaiset TAM r.y.)
  - TV Production Workers in Finland (Television tuotantotyöntekijät TVTT r.y.)
- Union of Finnish Actors (Suomen näyttelijäliitto r.y): <http://www.nayttelijaliitto.fi/> (Visited on 16.07.13)
- Swedish Speaking Actors Union of Finland (Finlands svenska skådespelarförbund r.f): <http://www.skadespelare.fi/> (Visited on 16.07.13)

### *Theatres and operas:*

- Association for Amateur and Professional Theatres in Finland (Työväen näyttämöiden liitto r.y): <http://www.tnl.fi/> (Visited on 16.07.13)
- The Association of Finnish Theatres (Suomen teatterit r.y): <http://www.suomenteatterit.fi/> (Visited on 16.07.13)

- Finnish Opera Union\* (Suomen oopperaliitto r.y): <http://www.suomenoopperaliitto.fi/> (Visited on 16.07.13)

### Motion picture and video

#### *Film directors, screenwriters and employees:*

- Screenwriters' Guild (Käsikirjoittajien kilta r.y): <http://www.kkilta.fi/> (Visited on 16.07.13)
- The Association of Finnish Film Directors (Suomen elokuvaohjaajaliitto SELO r.y): <http://www.selo.fi/> (Visited on 16.07.13)

#### *Film producers, film offices and cinemas:*

- Association of Independent Producers in Finland (Suomen audiovisuaalisen alan tuottajat SATU r.y): <http://www.satu.fi/> (Visited on 16.07.13)
- The Finnish Chamber of Films (Suomen filmikamari r.y): <http://www.filmikamari.fi/page.php?id=1> (Visited on 16.07.13)
  - Suomen elokuvatuottajien keskusliitto SEK r.y.
  - Suomen elokuvatoimistojen liitto SEL r.y.
  - Suomen elokuvateatteriliitto SEOL r.y.

### Photography

#### *Photographers*

- Finnfoto r.y: <http://finnfoto.fi/> (Visited on 17.07.13)
- Finnish Imagemakers Association (Suomen mainosvalokuvaajat r.y): <http://mainosvalokuvaajatcom.virtualserver24.nebula.fi/> (Visited on 17.07.13)
- Finnish Nature Photographers Association (Suomen luonnonvalokuvaajat r.y): <http://palkitut.vuodenluontokuva.fi/index.htm> (Visited on 17.07.13)
- Finnish Press Photographers Association (Suomen lehtikuvaajat r.y): <http://www.suomenlehtikuvaajat.fi/> (Visited on 17.07.13)
- Finnish Professional Photographers' Association (Suomen ammattivalokuvaajat r.y): <http://www.ammattivalokuvaajat.fi/newsite/> (Visited on 17.07.13)

### Visual and graphic arts

#### *Visual and graphic artists:*

- Artists Association of Finland (Suomen taiteilijaseura r.y): <http://www.artists.fi/> (Visited on 17.07.13)
- Artists Association MUU r.y: <http://www.muu.fi/site/> (Visited on 17.07.2013)
- Association of Finnish Sculptors (Suomen kuvanveistäjäliitto r.y): <http://www.sculptors.fi/> (Visited on 17.07.13)
- Finnish Painters' Union (Taidemaalariiliitto r.y): <http://www.painters.fi/> (Visited on 17.07.13)
- The Association of Finnish Printmakers (Suomen taidegraafikot r.y): <http://www.taidegraafikot.fi/> (Visited on 17.07.13)
- The Union of Artist Photographers (Valokuvataiteilijoiden liitto r.y): <http://www.hippolyte.fi/valokuvataiteilijoiden-liitto/> (Visited on 17.07.13)
- Union of Finnish Art Associations (Suomen kuvataidejärjestöjen liitto r.y): <http://www.skjl.fi/> (Visited on 17.07.13)
- Association of Visual Communication Designers in Finland Grafia r.y: <http://www.grafia.fi/> (Visited on 17.07.13)
- Freelance Graphic Designers\* (Freelance-graafikot r.y): <http://www.freelancegraafikot.fi/> (Visited on 17.07.13)

- The Association of Finnish Illustrators (Kuvittajat r.y): <http://kuvittajat.fi/> (Visited on 17.07.13)
- The Finnish Comics Professionals (Sarjakuvantekijät r.y): <http://www.sarjakuvantekijat.fi/> (Visited on 17.07.13)

### Software and database

#### *ICT-Employees:*

- Association of IT sector Employees (Tietoalan toimihenkilöt r.y): <http://www.tietoala.fi/> (Visited on 17.07.13)

#### *ICT-enterprises:*

- BSA Finland r.y: <http://ww2.bsa.org/country.aspx> (Visited on 17.07.13)
- Finnish Federation for Communications and Teleinformatics Ficom (Tietoliikenteen ja tietotekniikan keskusliitto FiCom r.y): <http://www.ficom.fi/fi/index.htm> (Visited on 17.07.13)
- Finnish Software Entrepreneurs (Ohjelmistoyrittäjät r.y): <http://www.ohjelmistoyrittajat.fi/> (Visited on 17.07.13)
- ICT Finland\* (ICT-Suomi r.y): <http://www.ict-suomi.fi/> (Visited on 17.07.13)
- Teleforum r.y: <http://www.teleforum-ry.fi/> (Visited on 17.07.13)

### Game Industry

#### *Central/Industry organizations:*

- Neogames – Hub of the Finnish Game Industry: <http://www.neogames.fi/> (visited on 17.07.13)

#### *Game employees:*

- Igda Finland – Finnish Chapter of the International Game Developers Association: <http://igda.fi/> (Visited on 17.07.13)

#### *Game enterprises:*

- Figma – Finnish Games and Multimedia Association: <http://www.figma.fi/> (Visited on 17.07.2013)
- Finnish Game Developers Association (Suomen pelinkehittäjät r.y): <http://www.pelinkehittajat.fi/> (Visited on 17.07.13)

### Advertising services:

#### *Central/Industry organizations:*

- The Finnish Marketing Association (Suomen markkinointiliitto r.y): <http://www.mark.fi/> (Visited on 18.07.13)

#### *Marketing employees:*

- Union for Professionals in Communications and New Media (MaMa r.y): <http://www.mamary.fi/> (Visited on 18.07.13)
- Union of Sales and Marketing Professionals (Myynnin ja markkinoinnin ammattilaiset r.y): <http://www.smkj.fi/fi/> (Visited on 18.07.13)

#### *Marketing enterprises:*

- Association of Finnish Advertisers (Mainostajien liitto r.y): <http://www.mainostajat.fi/mliitto/index.asp> (Visited on 18.07.13)
- Employers' Association of Advertising Agencies\* (Mainostoimistojen työnantajayhdistys r.y): [http://ek2.ek.fi/uusi\\_erityispalvelujen\\_tyonantajaliitto/fi/yhdistykset/mainostoimistot/index.php](http://ek2.ek.fi/uusi_erityispalvelujen_tyonantajaliitto/fi/yhdistykset/mainostoimistot/index.php) (Visited on 18.07.13)

- Finnish Association of Marketing Communication Agencies MTL (Markkinointiviestinnän toimistojen Liitto MTL r.y.): <http://mtl.fi/> (Visited on 18.07.13)
- Finnish Direct Marketing Association, the ASML (Suomen asiakkuusmarkkinointiliitto ASML r.y): <http://www.asml.fi/> (Visited on 18.07.2013)
- Outdoor Finland (Suomen ulkomainosliitto r.y.) <http://www.outdoorfinland.fi/> (Visited on 18.07.13)
- Finnish Sign Association (Suomen valomainosliitto r.y.) <http://www.suomervalomainosliitto.fi/> (Visited on 18.07.13)

#### ***D. CONSULTED PARTIES***

---

- Juha Rislakki, The Communication Officer of Finnish Copyright Information and Anti-Piracy Centre (consulted on 9.5.2013)
- Lauri Kaira, Coordinator of the celebration of World Book and Copyright Day (UNESCO) and World Intellectual Property Day (WIPO) (consulted on 25.3.2013)



**Assessing Copyright and Related Rights Systems: Piloting of the methodology framework in Finland**

Cupore webpublications 39:1	<i>National Context. Report on Piloting in Finland.</i>
Cupore webpublications 39:2	<i>International and Regional Context. Report on Piloting in Finland.</i>
Cupore webpublications 39:3	<i>Technological Development. Report on Piloting in Finland.</i>
Cupore webpublications 39:4	<i>Macroeconomic Importance of Copyright Industries. Report on Piloting in Finland.</i>
Cupore webpublications 39:5	<i>Markets for Copyrighted Products and Services – Focus: Literature (Book Publishing Industry). Report on Piloting in Finland.</i>
Cupore webpublications 39:6	<i>Volume of Domestic Production of Copyrighted Products and Services. Report on Piloting in Finland.</i>
Cupore webpublications 39:7	<i>Volume of Exported and Imported Copyrighted Products and Services. Report on Piloting in Finland.</i>
Cupore webpublications 39:8	<i>Development of Digital Business Models and Income Based on Digital Distribution. Report on Piloting in Finland.</i>
Cupore webpublications 39:9	<i>Copyright Law. Report on Piloting in Finland.</i>
Cupore webpublications 39:10	<i>Copyright Policy. Report on Piloting in Finland.</i>
Cupore webpublications 39:11	<i>Public Consultation on Law Proposals. Report on Piloting in Finland.</i>
Cupore webpublications 39:12	<i>Use of Impact Assessment and Research in Policy Development. Report on Piloting in Finland.</i>
Cupore webpublications 39:13	<i>Public Administration of Copyright. Report on Piloting in Finland.</i>
Cupore webpublications 39:14	<i>Enforcement by Public and Private Actors – Focus: Public Authorities. Report on Piloting in Finland.</i>
Cupore webpublications 39:15	<i>Enforcement by Public and Private Actors – Focus: Private Actors. Report on Piloting in Finland.</i>
Cupore webpublications 39:16	<i>Sanctions and Remedies for Copyright Infringement. Report on Piloting in Finland.</i>
Cupore webpublications 39:17	<i>Application of Sanctions and Remedies for Copyright Infringement. Report on Piloting in Finland.</i>
Cupore webpublications 39:18	<i>Availability of Alternative Dispute Resolution Mechanisms. Report on Piloting in Finland.</i>
Cupore webpublications 39:19	<i>Use of Alternative Resolution Mechanisms for Solving Copyright Disputes. Report on Piloting in Finland.</i>
Cupore webpublications 39:20	<i>Individual Exercise of Rights – Focus: Literature (Book Publishing Industry). Report on Piloting in Finland.</i>
Cupore webpublications 39:21	<i>Collective Management of Rights. Report on Piloting in Finland.</i>
Cupore webpublications 39:22	<i>Efficiency of Collective Management Organizations. Report on Piloting in Finland.</i>
Cupore webpublications 39:23	<i>Copyright-related Information Activities. Report on Piloting in Finland.</i>
Cupore webpublications 39:24	<i>Copyright-related Education for the Public in General. Report on Piloting in Finland.</i>
Cupore webpublications 39:25	<i>Public Awareness of the Rights. Report on Piloting in Finland.</i>
Cupore webpublications 39:26	<i>Copyright-related Education as Part of the Education of Professionals for Creative Industries. Report on Piloting in Finland.</i>
Cupore webpublications 39:27	<i>Research on Copyright-related Topics. Report on Piloting in Finland.</i>
Cupore webpublications 39:28	<i>Copyright-related Research and Study Programs in Universities and Research Institutes. Report on Piloting in Finland.</i>
Cupore webpublications 39:29	<i>Efficiency of Copyright as an Incentive to Create and Invest in Creative Works – Focus: Literature (Book Publishing Industry). Report on Piloting in Finland.</i>
Cupore webpublications 39:30	<i>Access to Copyrighted Works by the Public. Report on Piloting in Finland.</i>
Cupore webpublications 39:31	<i>Access to Copyrighted Works for Follow-on Creation.</i>
Cupore webpublications 39:32	<i>Transaction Costs in Transfer and Licensing of Rights – Focus: Literature (Book Publishing Industry). Report on Piloting in Finland.</i>
Cupore webpublications 39:33	<i>Terms for Transfer and Licensing of Rights – Focus: Literature (Book Publishing Industry). Report on Piloting in Finland.</i>
Cupore webpublications 39:34	<i>Unauthorized Use of Copyrighted Works in Physical Form. Report on Piloting in Finland.</i>
Cupore webpublications 39:35	<i>Unauthorized Use of Copyrighted Works in Digital Form. Report on Piloting in Finland.</i>
Cupore webpublications 39:36	<i>Analysis of Stakeholders' Opinions on the Copyright System – Focus: Literature (Book Publishing Industry). Report on Piloting in Finland.</i>
Cupore webpublications 39:37	<i>Analysis of Stakeholders' Opinions on the Copyright System – Focus: End-users. Report on Piloting in Finland.</i>