

Abstract

Promoting Equitable Reuse of Literary Works
- An Analysis of VG WORT and CCC/RightsDirect Collaboration -

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In the course of conducting business and research, numerous literary works, particularly those categorized as STM (Scientific, Technical, and Medical) works, are utilized. While some may be 're-used' without the author's consent due to copyright limitations or exceptions, the majority cannot. In principle, research institutes, companies, or public entities would need to individually seek permission from the rightsholder, which is not only a significant inconvenience but is also rarely practiced. Even in the digital age, the problem persists without signs of resolution. This situation results in financial losses for authors and exposes companies to liability issues related to copyright infringement. Ultimately, a solution must be found to ensure fair compensation for authors and adherence to copyright laws by companies.

Recognizing this problem, Germany's collecting society VG WORT has partnered with the Copyright Clearance Center (CCC) to address it. RightsDirect, a subsidiary of CCC, has collaborated with VG WORT to offer Digital Copyright Licenses to companies, government offices, and public institutions. The outcome is a partnership that grants free digital reuse of scholarly works under the administration of VG WORT and CCC, while also providing additional income to participating authors affiliated with VG WORT.

This paper aims to provide an overview of the collaboration between VG WORT and CCC/RightsDirect and to analyze its

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significance, structure, advantages, and limitations. Specifically, the article will examine how authors of literary works can benefit from such collaborations and whether they pose any negative impact on the existing system of collective management of copyright. Collaborations of this nature pose challenges and differ from traditional collective management. Nevertheless, it is undesirable to overlook issues of copyright infringement and reduced author profits, given the frequent reuse of works within companies. Drawing insights from the VG WORT case, we should assess the feasibility of a similar business model in Korea and proactively respond to future market changes.

Keywords

copyright, collective management of copyright, literary works, scholarly works, STM works, Open Access, VG WORT, Copyright Clearance Center (CCC), RightsDirect