

# **CRAIC and the Benefits of Coalition Building**

Will Crook  
Head of Policy and Communications  
Publishers' Licensing Services

Advocacy Workshop  
IFRRO World Congress 2025, Singapore



# About PLS



- Set up by the UK publishing industry in 1981.
- Not for profit collective management organisation
  - Regulated by UK government.
- We represent the interests of publishers in UK collective licensing through **Copyright Licensing Agency (CLA)** and **NLA media access**.
- We are owned and directed by our 4 members:
  - The Association of Learned and Professional Society Publishers (**ALPSP**)
  - The Independent Publishers Guild (**IPG**)
  - The Professional Publishers Association (**PPA**)
  - The Publishers Association
- Over **4,500** overseas and UK publishers of journals, books, magazines and websites have an account with PLS.
- We collected and distributed more than £48 million in 2024/25



# The Challenge

UK government consultation on Copyright and AI launched in December '24.

## PLS

- Little previous advocacy work.
- Limited resources for advocacy.
- Low recognition amongst political stakeholders.

## UK Creative Industries

- Economically significant but lack of coordinated advocacy.
- Reliance on larger trade associations to campaign for sectors.

## Government

- Wish to introduce a new copyright exception for Text and Data Mining (training of AI models).
- Target of intense, well-resourced and influential lobbying from 'big tech'.
- Keen for tech investment in UK.
  - Creation of a 'UK ChatGPT'
  - See AI as a cure for difficult economic problems.



# Creative Rights in AI Coalition

- Convened by Seb Cuttill, Parliamentary and Campaigns Manager at the News Media Association.
- Formed in December 2024, weeks before the launch of government AI consultation.
- A broad group of rights holders, AI businesses, and organisations from across the creative industries.
- Created to coordinate creative industry campaign against government plans to introduce a new copyright exception for generative AI.
- Membership of 70+ organisations.
- Weekly online meeting.

**Creative Rights in AI  
COALITION**



Anti Copying In Design	Design and Artists Copyright Society	Pact (Producers Alliance for Television and Cinema)
Artists' Collecting Society	DMG Media	Pan Macmillan
Association of Authors' Agents	Directors UK	PICSEL (Picture Industry Collecting Society for Effective Licensing)
Association of Illustrators	European Publishers Council	PPL (Phonographic Performance Ltd)
Association of Independent Music	Equity	PPA (Professional Publishers Association)
Association of Learned and Professional Society Publishers	Featured Artists Coalition	Pro Sound Effects
Association of Online Publishers	Financial Times	PRS for Music
Association of Photographers	FIPP (International Federation of Periodical Publishers)	Publishers Association
Association of University Presses	FOCAL International Ltd	Publishers' Licensing Services
Authors' Licensing and Collecting Society	Getty Images	Publishing Scotland
Bectu	Guardian News & Media	Sage Publishing
Booksellers Association	Independent Publishers Alliance	Science Photo Library
Bridgeman Images	Independent Publishers Guild	Society of Authors
British Association of Picture Libraries and Agencies	Independent Society of Musicians	Society of Editors
British Copyright Council	International Association of Scientific, Technical & Medical Publishers	Teledwyr Annibynnol Cymru/Welsh Independent Producers
British Equity Collecting Society	LifeScore	Telegraph Media Group
British Phonographic Industry	Moonvalley AI	The Associated Press
Center for Journalism & Liberty	Motion Picture Association	The British Press Photographers' Association
CEPIC (CEnter of the PICture industry)	Mumsnet	The Ivors Academy
CILIP - the library and information association	Music Publishers Association	The Society of Artists Agents
Comic Book UK	National Union of Journalists	UK Music
Condé Nast	News Media Association	Voice-Swap
Copyright Clearance Center	News Media Europe	Writers' Guild of Great Britain
Copyright Licensing Agency	Newsquest Media Group	560 Media Rights
Creators' Rights Alliance	NLA Media Access Limited	

# CRAIC Principles



## IP and a dynamic licensing market

UK copyright law grants intellectual property owners, including tech companies, exclusive rights over their works, which includes control over the granting of a licence for uses of those works.

Copyright protected works are a valuable resource for building and operationalising generative AI tools, products and services. Despite acknowledging this value, generative AI developers have largely exploited such content without permission, ignoring copyright protections and clear reservations of rights. A mutually beneficial, dynamic licensing market is feasible and desirable but can only flourish if there is respect for copyright, underwritten by robust mechanisms to ensure accountability and compliance.

1

## Transparency

The Government should focus on solutions which ensure the Creative Industries can meaningfully exercise their exclusive rights, including if and how their copyrighted content can be collected and used by generative AI developers. Transparency is therefore essential in supporting accountability for copyright infringement and must be designed to incentivise compliance with copyright law, fostering a mutually beneficial partnership between generative AI developers and the Creative Industries.

2

## Growth and innovation

The UK Creative Industries are an economic powerhouse with huge growth potential, as well as wielding immense cultural and soft power significance. A dynamic content licensing market, underpinned by robust copyright protections, will drive growth and innovation in the Creative Industries and generate value for society and the UK economy at large. This is also essential for future growth in the generative AI sector, which is reliant on a sustainable supply of high-quality, human-authored copyright works, without which it risks collapse.

3



# Make it Fair Campaign

PLS Publishers' Licensing Services



**MAKE  
IT FAIR**

# Coalition Success?

- 11500+ consultation responses.
- Raised public profile of the cause and the need to protect copyright.
- Government has backed down from preferred copyright exception option.
- Government has committed to publishing an economic impact assessment.
- Increased government engagement through creative industry/AI sector working groups.
- Government has changed ministerial team after criticism.
- Coalition instrumental in government defeats in the House of Lords.

.... the issue remains unresolved.





# Coalition Building

## Positives

- Amplifies common message.
- Improved recognition of campaign.
- Diversity of messaging
- Pooling of resources.
  - Financial
  - Knowledge
  - Stakeholders
- Matches opposition's strengths
- Potential to expand beyond core sector.
- Improvement of cross-sector relationships.

## Challenges

- Restricted to 'high level' principles.
- Spotlight not on individual members.
- Need to keep coalition united
- 'Free-rider' problem.

