



International Federation of
Reproduction Rights Organisations

Secretariat Update

**Anita Huss Ekerhult, CEO
&**

**Sarah Quynh Tran,
Head of Regional Policy and Public Affairs**

28 October, 2025

RRO Meeting
IFRRO World Congress, Singapore

FY25: IFRRO AT A GLANCE

GLOBAL COMMUNITY

€1.5 billion+

Global
Collections

160+

Member
Organisations

2 million+

Authors and
publishers



ADVOCATING FOR COPYRIGHT

A core aspect of IFRRO's work is to advocate for copyright and collective management solutions nationally, regionally and internationally.

30+

Presentations on AI
at key international
events

35+

In-person & online
events, exclusive
for members

20~

Policy submissions
in support of
national RROs

CAPACITY BUILDING

80+

Countries impacted
by DF projects

44

Organisations have
received tailored
mentorship

40

Jurisdictions covered
by 3 commissioned
studies

3

Major studies
commissioned:
Equipment Levies,
Publishing in the APac
region, &
CMOs in LatAm

www.ifrro.org

Strategic Partnerships

- **WIPO**

- SCCR discussions on AI, E&Ls, PLR, ARR
- Accessible Books Consortium, WIPO-led partnership to assist those with print disabilities
- African, APac, and Latin-American development activities
- Resource development – CMO Toolkit, Access Toolkit, WIPO Connect (15 members now implementing)

- **UNESCO**

- MONDIACULT 2025 – presented at UNESCO Regional Consultations (Apac and Africa), IFRRO side event 'The Future of Licensing and Curated Content for Education'
- Contributed to UNESCO report 'Book Industry in Africa'
- 3 June 2025: Signatory to UNESCO's Fair Culture Charter

Strategic Partnerships

- **International Federations**

- Ongoing cooperation with IF's incl. CISAC, IFPI on shared concerns
- CISAC: increased engagement with Regional Directors, collaboration on the *Global Private Copying Study (2026)*
- Ongoing engagement with IPA, IAF, STM, PDLN amongst others

- **ISNI**

- IFRRO is a founding member of the ISNI International Agency
- IFRRO sits on the ISNI Board alongside other creator organisations – current Chair, Michael Healy, is an IFRRO appointee.

- **ARIPO/OAPI**

- Continued joint initiatives on reprography/ private copying across Africa

- **CERLALC**

- AI survey project in Latin America, addressing the publishing sector

- **ASEAN**


- Ongoing efforts to engage with the ASEAN Secretariat to support IP frameworks

Policy and Advocacy

• Artificial Intelligence

IFRRO continues to undertake a broad suite of activities to support members, including:


- [AI Toolkit](#)
- [Responsible AI: Why Licensing Matters](#)
- [Monthly AI Updates](#)
- [AI-focussed webinars throughout 2025](#)



RESPONSIBLE AI: WHY LICENSING MATTERS

Artificial Intelligence (AI) holds great promise for new innovations and economic growth. Copyright industries contribute enormously to the GDPs of the majority of the world's national economies. It is possible to be pro-copyright and pro-AI, recognizing that AI systems rely on copyrighted works and that the authors and rightsholders who have created and produced these copyrighted works should be fairly remunerated for the use of their works. **Licensing is the key to addressing these complexities.**


AI: From Input to Output



Input

Collecting large amounts of texts, images, audio, and video to learn from


>



Algorithm

Analyzing the works to recognize patterns and connections


>



Output

New content generated based on what has been learned

What's at Stake?



Copyright is essential **in the digital age**, broadly encompassing **acts of reproduction**, communication to the public and making available to the public. Moreover, its **exclusive nature** is key to ensure that authors and rightsholders are remunerated for their works, preserving both their interests and incentives to create.

Input Phase

- A limited number of jurisdictions provide Text and Data Mining (TDM) exceptions, but these are **narrow in scope, largely untested**, and remain the subject of **ongoing debate** regarding their **applicability** for AI training and **practicality** for rightsholders.
- **Rights Reservation schemes shift the burden to solely rightsholders.** In practice, due to practical realities, technical limitations, administrative burdens, and low awareness, these methods fail to prevent unauthorized use of content, leaving authors and rightsholders without true control over their works.

Output Generation

- AI systems may generate **outputs resembling or replicating protected works** used in the training phase, confirming that copyrighted content remains stored in the model's dataset and **raising serious liability risks**, while also potentially causing **market harm** to authors and creators who rely on their published works for their livelihood.

Why Licensing?

Licensing options offered by rightsholders, including both direct and collective licensing in all of their iterations, are essential for mitigating or eliminating liability under copyright. Unlike reliance on exceptions or limitations, **a licensing-based approach can cover a broader range of restricted acts necessary to train, develop, and commercialize AI systems.**

- ✓ **Access & Clarity:** Licensing not only delivers transparent guidelines for using third-party materials—minimizing the risk of copyright infringement—but also provides a clear and legal pathway.
- ✓ **Sustainability & Remuneration:** By ensuring authors and publishers are properly remunerated, licensing cultivates a balanced environment that encourages ongoing creativity and future innovations.
- ✓ **Trust & Collaboration:** A structured licensing approach fosters ethical partnerships between rightsholders and AI stakeholders, enhancing confidence across the entire AI ecosystem.
- ✓ **Inclusive & Global Growth:** Strong local licensing markets help ensure creativity flourishes in every region promoting equitable opportunities and cultural diversity worldwide.
- ✓ **Benefits for All:** Authors and publishers gain assurance their work is respected, developers and providers avoid costly legal disputes, and end users access ethically sourced, legally compliant AI solutions.

DID YOU KNOW?

While **direct licensing** agreements between AI companies and creative industry stakeholders continue, many Reproduction Rights Organisations (RROs) are developing complementary **collective licensing** solutions specifically tailored to address the use of copyrighted content in AI systems. Notable examples include **Copyright Clearance Center (CCC)** in the U.S., **Copyright Licensing Agency (CLA)** in the U.K., **VG Wort** in the EU, and more recently **Copyright Agency** in Australia, with additional RROs following suit around the world.

Contact & More Information

The **International Federation of Reproduction Rights Organisations (IFRRO)** is an independent, non-profit membership association that facilitates the collective management of reproduction and other rights in text and image works through its global network of RROs. With some 160 members across 90 countries worldwide, IFRRO represents millions of authors, visual artists, and publishers of books, journals, newspapers, magazines, and printed music, promoting fair and lawful use of creative content worldwide.

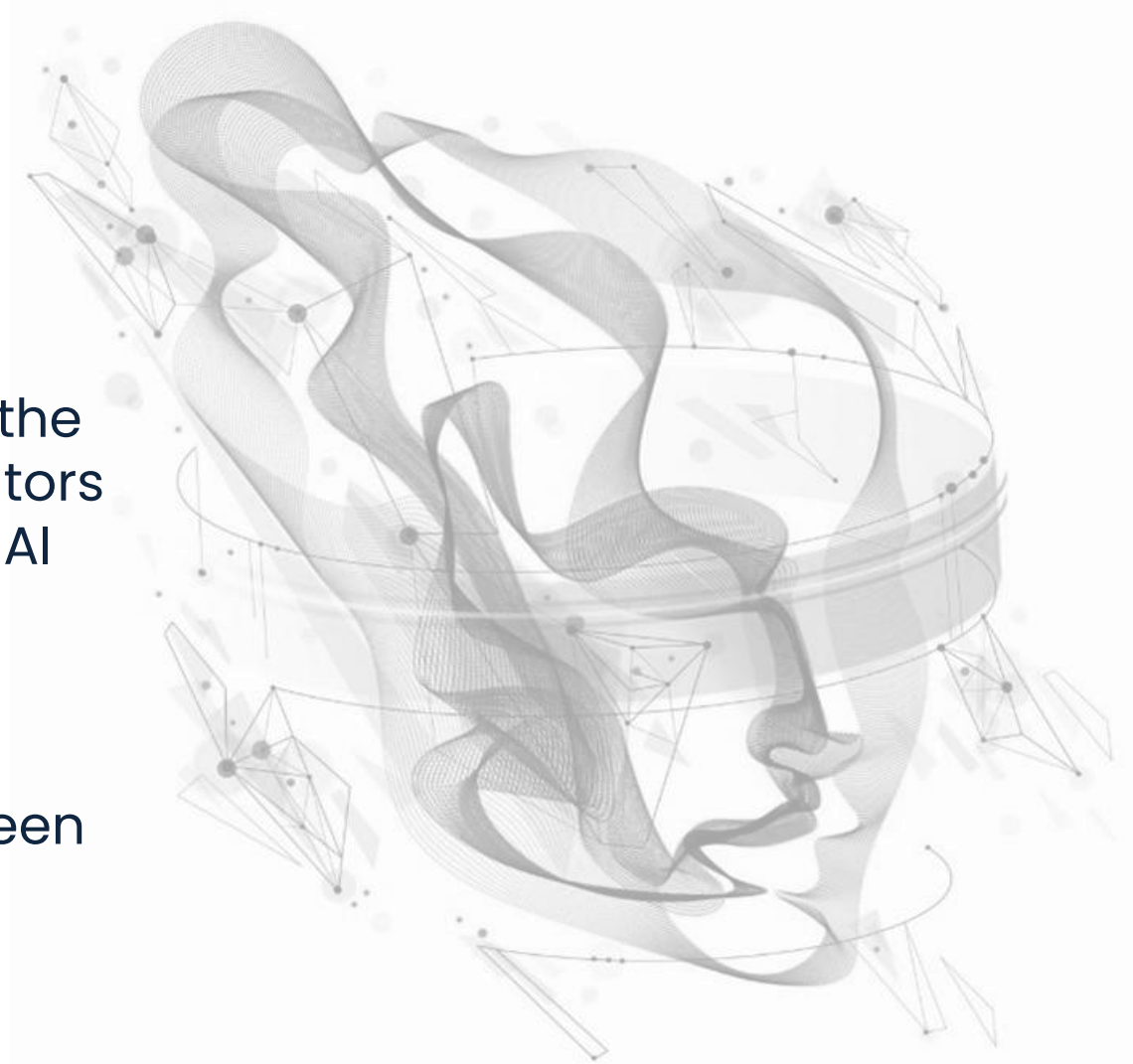
Visit [ifrro.org](https://www.ifrro.org) for detailed resources and upcoming events.



Policy and Advocacy

- **Artificial Intelligence**

- AI-related presentations from industry experts across all IFRRO meetings
- Participation in high level events around the globe, advocating for the respect of creators and rightsholders rights in the context of AI development and deployment
- Details of events can be found on [IFRRO website: news](#)
- [Member survey](#) on the current and foreseen internal applications of AI



Policy and Advocacy

- **EU/ European Affairs**

- Close contact with the European Institutions on a range of topics, including the implementation of the AI Act, the Copyright in the Digital Single Market (DSM) Directive and more.
- IFRRO also monitored closely and supported Members who asked for assistance in advocating for a balanced approach to the implementation of the copyright directives at the national level incl. **Czechia, Finland, Poland, Portugal, Romania**
- Monthly curated updates

- **National Engagement**

- Submissions/ guidance in **Colombia, Czechia, Finland, Hong Kong, Indonesia, India, Kazakhstan, Malaysia, Namibia, Portugal, Romania, Poland, South Africa, South Korea, Uganda, United Arab Emirates, USA, Vietnam, Zambia**
- Advocated for members at national events in **Bulgaria, China, Ghana, India, Kazakhstan, Malaysia, Peru, United Arab Emirates, and Vietnam**
- Several further activities slated for remainder of 2025

Policy and Advocacy

- **Equipment Levies**

- IFRRO has collaborated with CISAC on the *Global Private Copying Study*, launch 2026.
- Public launch of the 2025 International Study on Text & Image Copying Remuneration in Brussels on 30 June 2025, focusing on reprography levies. The study is now publicly available
- Consultant: Sabine Richly
- Made possible with the kind support of Kopinor

Capacity Building

Development Fund Guidelines [here](#).

In addition to projects through the IFRRO Development Fund, the following projects were made possible through our partnership with **Kopinor**:

- **WIPO-IFRRO Joint Reprography Project for Anglophone/Francophone African CMOs**

- 30 participant organisations across African continent
- Consultant: Olav Stokkmo

- **Eastern European Development Project**

- Participants: Balkan RROs
- Consultant: Luka Novak

- **APC Mentorship Project**

- Participants: VIETRRO, PRCI, MARC, ERRA
- Consultant: Jim Alexander

- **India Mentoring Project**

- Participants: IRRO
- Consultant: Kevin Fitzgerald

- **Collective Licensing in Latin America**

- Participants: Latin American RROs and rightsholder associations
- Consultant: Fernando Zapata Lopez

- **Implementing the UEMOA Directive**

- Suite of activities to support implementation of rules aimed at harmonising private copying practices amongst UEMOA members

Member Programming – Webinars



International Federation of
Reproduction Rights Organisations

2023 WEBINAR
SERIES

STAKEHOLDER
ENGAGEMENT

Join us as we explore leading
examples of effective
stakeholder engagement and
awareness-raising strategies
from CMOs around the globe.

Date: 26 April 2023
Time: 10am CEST

Speakers:



Carmen Cuatrecasas Lopez
Director, Creative Rights
Initiative, Spain



Sam Irvine
CEO, UK



Kirsti Sobrel
Head of Legal
Affairs, Ireland



Kurt Van Denne
Executive Director,
Creative Commons, USA

Moderated by Anders Kristian Rørch, CEO Copydan

IFRO's first webinar for 2023 will be focused on the important role that stakeholder engagement and awareness-raising campaigns can play in securing all stakeholders' support for the important work of the CMOs. Four expert speakers will share their insights from their own experiences. They will also share different stakeholder groups – from rightsholders, law enforcement, and consumers.

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International Federation of
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2023 WEBINAR
SERIES

LICENSING
BUSINESSES

An exploration of corporate
licensing models, strategies, and
practices from CMOs around the
globe.

Date: 14 June 2023
Time: 10am CEST

Speakers:



Kurt van Damsse
Executive Director,
Creative Commons, USA



Yudika Risk Andia
Head of Legal
Affairs, Indonesia



James Bennett
Head of Legal
Affairs, UK

Moderated by Jessie Fung, General Counsel NLA (UK)

Many CMOs in the IFRO community successfully license their business models, and each CMO adopting different approaches to ensure that engagement strategies are successful and aligned to their business models.

The webinar will bring together expert speakers from the creative sector of the IFRO community, sharing insights into different corporate licensing models and highlighting some of the strategies successfully implemented by CMOs around the world to establish their business licensing schemes.

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International Federation of
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2024 WEBINAR
SERIES

COPYRIGHT
& THE
GENERATIVE AI
SUPPLY CHAIN

In our first webinar for 2024, IFRO is proud to present this discussion on the role of copyright in the Generative AI supply chain, featuring industry expert Professor James Grimmelmann. Join us as we explore some of the key issues facing CMOs and our rightsholder members as AI continues to develop at an accelerating pace.

Date: 17th Jan 2024
Time: 2-3pm CET

Guest Speaker

James Grimmelmann, a former Microsoft programmer, is the Tucker Family Professor of Digital and Information Law at Cornell Tech and Cornell Law School. He studies how laws regulating software affect freedom, wealth, and power. In addition to co-authoring recent paper 'Tech: But AI Generators', James is the author of the co-edited book *Internet Law, Cases and Problems*, and of several scholarly articles and essays on digital copyright, content moderation, search engine regulation, online governance, privacy on social networks, and other topics in computer and Internet law.

Moderated by Anita Huss-Ekerhult, IFRO CEO and Secretary General

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2024 WEBINAR
SERIES

UPDATES ON THE
EU AI ACT

In conversation with
KAI ZENNER
Head of Office and Digital Policy
Advisor for MEP Axel Voss

Date: 08th Feb 2024
Time: 1-2pm CET

Guest Speaker

Kai Zenner is a digital politician focusing on AI data and the EU's digital transition. Having started his professional life as Research Associate at the European Office of the Council of Europe, Kai moved to the European Parliament as Head of Office and Digital Policy Advisor for MEP Axel Voss (EPP Group) in mid 2017. He is a Member of the OECD AI Network of Experts since 2021. Awarded the MEP Assistant in 2021 and ranked Place #13 in Politico's *Power40* class 2023. Top influencers who are most effectively setting the agenda in politics, public policy and advocacy in Brussels'.

Moderated by Catherine Starke, Head of Legal Affairs IFRO

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International Federation of
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2025 WEBINAR
SERIES

COPYRIGHT PROTECTION &
AI GENERATED
WORKS

Are AI generated works protected by current
copyright laws? Should they be? What are the
implications for rightsholders and CMOs?

Join us for discussions with esteemed legal
scholar, Professor Irini Stamatoudi.

Date: 11 February, 2025
Time: 10am CET

Guest Speaker

Professor Irini Stamatoudi is an attorney-at-law (at the Greek Supreme Court) and a law professor at the University of Nicosia (Cyprus). She holds degrees from the University of Athens (Greece) (LL.B.) and the University of Leicester (UK) (LL.M. and Ph.D.).

Professor Stamatoudi has acted as the General Director of the Greek National Copyright Office, Ministry of Culture and Sports (2007 - 2016), and has worked as a copyright expert on various programs in Georgia, Abu Dhabi, Turkey, Egypt, Azerbaijan, etc. She has taught extensively in various academic courses in the UK, Greece, Cyprus, Italy, and France.

Professor Stamatoudi has co-authored the World Intellectual Property Organization (WIPO) Academy DL specialisation course on copyright. She teaches on WIPO distance learning courses since their inauguration in 2001. She has published widely and some of her works are internationally considered works of reference.

In conversation with Anthi Akritidou, Head of Legal and EU Affairs

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2025 WEBINAR
SERIES

AI RIGHTS
RESERVATION

Rights reservation and opt-out mechanisms in AI
training raise important questions about their
practicality and impact on rightsholders. Join us for a
discussion on the challenges and opportunities these
measures present, exploring current legal frameworks
and potential future developments.

Date: Wednesday, 2 April
Time: 14:00-15:00 (CEST)

Guest Speaker

Carlo Scallo Lavizzari, lawyer

Carlo Scallo Lavizzari is an intellectual property lawyer qualified in Switzerland, South Africa, England, and Wales, with expertise in negotiations, conflict resolution, and policy. He advises clients, mostly industries such as publishing, film, music, software, life sciences, and environmental solutions, bringing together global specialists to address complex legal challenges. Fluent in multiple languages, Carlo actively contributes to IP scholarship, speaks at industry conferences, and has been a key figure in ADALPI, serving as Vice-Chair until 2023 before becoming Treasurer.

In conversation with Antonios Baris,
IFRO's Legal, Policy, and Technology Counselor

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2024 WEBINAR
SERIES

OECD AI POLICY
OBSERVATORY

The OECD (Organisation for Economic Co-operation and Development) is an international
organisation that works to shape policies that foster prosperity, equality, opportunity and well-being
for all. As part of these projects, they have developed an AI policy observatory (AI policy
observatory that aims at helping countries manage risks and reap benefits, while offering a global
hub for AI policy that can bring stakeholders together.

Date: 2 May
Time: 2:00 - 3:00 pm (CEST)

About our Guest Speakers

Sara Fialho Espinho
Artificial Intelligence Policy
Analyst, OECD

Professor Lee Tadiach
AI Data and Emerging Tech Leader |
GMA & OECD AI Expert

Professor Tadiach is a member of the
OECD AI Expert Group and the OECD
Expert Group on AI Data and Privacy.
He also leads the AI Council, the
Global Partnership on AI (GPAI),
an international network of AI
experts, and the European Commission
with a focus on AI policy and digital
innovation.

Moderated by Anita Huss-Ekerhult, IFRO CEO & Secretary General

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2023 WEBINAR
SERIES

A CONVERSATION WITH
TARJA KOSKINEN-OLSSON

Please join us for this special event featuring
the esteemed author of recent WIPO
Publication 'Collective Management of Text
and Image-Based Works'

Date: 30 Sept. 2023
Time: 10am CET

About the Speaker

Tarja Koskinen-Olsson has been a member of the collection management of
copyright and related rights, making a significant contribution to the music sector. Tarja is
a former CEO of Sibelius, FINNPOS, as well as holding various positions through the
International Copyright Association (ICA), which provides a platform for authors,
artists, and the European Commission
with a focus on AI policy and digital
innovation.

Moderated by Anita Huss-Ekerhult, IFRO CEO & Secretary General

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2024 WEBINAR
SERIES

UPDATES ON THE
WIPO SCCR

In conversation with
MICHELE WOODS
Director, Copyright Law Division
World Intellectual Property Organization

Date: 27 March 2024
Time: 12pm CET

Guest Speaker

Michele Woods leads the Division in supporting WIPO Member States
in activities related to the WIPO Standing Committee on Copyright and
Related Rights (SCCR) as well as assisting Member States with joining
and implementing WIPO copyright and related rights treaties and
updating of national legislation and related rights law. Ms. Woods serves
as Secretary of the SCCR and the Marrakesh Treaty Assembly, overseeing
the work of the Secretariat for these bodies.

Before joining WIPO in 2013, Ms. Woods was the Associate Register for Policy and
International Affairs in the United States Copyright Office.

Moderated by Anita Huss-Ekerhult, CEO IFRO

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2024 WEBINAR
SERIES

ECONOMIC
IMPORTANCE OF
COLLECTIVE
MANAGEMENT

There is no doubt that collective management contributes significantly to the economy. In this webinar, our
guest speaker, Mr. Ganchev, Deputy Director of the Copyright and Creative Industries Sector at WIPO, will
discuss how collective management impacts the creative industries from an economic perspective.

Date: Wednesday, 4
September
Time: 15:00-16:00 (CEST)

About our Guest Speaker

Dimiter Ganchev
Deputy Director and Senior Manager in the Copyright and Creative
Industries Sector
World Intellectual Property Organization (WIPO)

Mr. Ganchev is currently Deputy Director in the Copyright and Creative Industries Sector of the
World Intellectual Property Organization (WIPO) in Geneva. He has worked in WIPO in his
current position as Deputy Director of the Copyright and Creative Industries Sector since 2018. Before
joining WIPO, he was Deputy Director of the Copyright and Creative Industries Sector in the
Bulgarian Copyright Society (BKS) and Deputy Director of the Copyright and Creative Industries
Sector in the Bulgarian Copyright Society (BKS) and Deputy Director of the Copyright and Creative
Industries Sector in the Bulgarian Copyright Society (BKS).

Mr. Ganchev is currently Deputy Director in the Copyright and Creative Industries Sector of the
World Intellectual Property Organization (WIPO) in Geneva. He has worked in WIPO in his
current position as Deputy Director of the Copyright and Creative Industries Sector since 2018. Before
joining WIPO, he was Deputy Director of the Copyright and Creative Industries Sector in the
Bulgarian Copyright Society (BKS) and Deputy Director of the Copyright and Creative Industries
Sector in the Bulgarian Copyright Society (BKS).

Moderated by Victoria Kelland,
CEO of IFRO's European Group

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2025 Series

Coming Up

Ethical Generative AI:

- Featuring speakers from Pro Rata and DPCMO
- 10 am CEST, 18 November
- Register at [IFRRO Members Zone](#)

ifrro International Federation of
Reproduction Rights Organisations **2025 Webinar Series**

Ethical Generative AI: Wishful Thinking or Real Possibility?

What would an AI ecosystem look like that truly honours creators' rights? Are there models that respect the wishes of authors and rightsholders?

Join us to explore ProRata's **gist.ai**, an AI answer engine powered exclusively by high-quality, licensed content, ensuring both attribution and fair monetisation for rightsholders in a thought-provoking discussion between:



ANNELIES JANSEN
CBO, ProRata



KAREN RØNDE
CEO, DPCMO

18 November 2025, 10:00 am CEST
Moderated by Anthi Akritidou, Head of Legal and EU Affairs

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Senior Managers Forum

Informal meetings of IFRRO members' senior managers and staff to exchange experiences and expertise on specific operational issues.



- Recordings and presentations [here](#)

A large graphic for the IFRRO Senior Managers' Forum event titled 'Data and Distributions'. It features a background image of a person's hands holding a pen over a document, with various financial charts and graphs overlaid. The text is arranged in a clean, modern layout with a mix of bold and regular fonts. The event is facilitated by Harry Boughton, Head of Operations (CLA), and is scheduled for 7 May, 2025 at 12 noon CEST via Zoom. A prominent 'REGISTER NOW' button is at the bottom.

IFRRO
Senior Managers' Forum

Data and Distributions

facilitated by
Harry Boughton, Head of Operations (CLA)

7 May, 2025
12 noon CEST
via Zoom

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Member Communications

AI Updates

- Monthly, members only*

European Updates

- Monthly, members only*

Newsletters

- Quarterly, shared with both members and external stakeholders*

**All available on the Members Zone*

Social Media

- LinkedIn focus due to the more natural alignment with IFRRO's business activities – be sure to follow us on <https://www.linkedin.com/company/ifrro/>
- Continued limited presence on YouTube.

IFRRO–WIPO ADR Collaboration

- ✓ **Memorandum of Understanding ([MoU](#))** signed on 2 October 2025: focus on **promoting alternative dispute resolution (ADR) in collective management**
- ✓ **IFRRO and WIPO will collaborate** to reduce the negative impact of disputes in collective management **by raising awareness of ADR procedures and available WIPO services**
- ✓ To support this work, an online **ADR widget for IFRRO members** will be made available soon on the IFRRO website, with information on WIPO ADR and guidance for parties already in a dispute
- ✓ ADR is **particularly valuable in multilateral and regional cooperation frameworks**, such as the recently concluded **[African Multiparty Reciprocal Agreement \(AMPRA\)](#)**



IFRRO Financial Tab Development

Main features of the new structure:

- ✓ The main collection/distribution/money received categories are further divided into subcategories, **reporting will be more precise and detailed**
- ✓ An **explanatory document on reporting** will be integrated into the financial tab page: next to the categories, users will be able to click on a question mark icon which will open pop ups with definitions and explanations
- ✓ The **currency conversion rates** will be **integrated** into the new system. Users will be able to select their local currency from a drop-down menu and input their values in their local currency. The original values will be **automatically converted to EUR**. The values will be visible in both currencies to the users but only in EUR to the public
- ✓ The **collections considered for the annual membership fee will be automatically added up**, members will be able to see immediately the total amount on which IFRRO fee will be based

IFRRO Financial Tab Development

What's next?

- ✓ The new financial tab should be **up and running at the beginning of November**
- ✓ **All inputs already registered in the financial tab will be automatically transferred** to the new structure
- ✓ **IFRRO will send out emails to inform** all members on the new financial tab
- ✓ We **invite members to double-check** that all values have been transferred correctly to the new structure

Thank you