

Dein Bild. Dein Recht.

PETER M. MAYR, Fotograf
Foto: Eva Kelety © Bildrecht, Wien 2023



Bildrecht

Vienna | Austria

Wolfgang Mattiasch

Who is Bildrecht?

Bildrecht is the Austrian Collecting Management Organization for visual arts, architecture, photography, graphics, illustration, design, choreography, and performance.

Reprography in Austria

Levy System

Device Levy

- Payable by importers and producers of copy-capable devices.
Examples: Companies that import or manufacture printers and copy machines.

Operator Levy

- Payable by operators of copying equipment.
Examples: Copy shops and schools.

Collection: Key points

- The state is not directly involved in setting the levy.
- The levy can only be collected by CMOs.
- The levy results from negotiations between a representative body of the industry and the CMOs.
- A framework agreement is concluded between the parties:
Once agreed, it is binding for all paying entities.
- The levy is index-secured.
- The levy is collected by the LITERAR MECHANISMA the Austrian CMO for the text sector.

Collection: Figures 2024

- Total collection: approximately EUR 12 million
- Visual share: 16,75% of total revenue
- Distribution between the text and image sectors is based on:
 - Empirical studies
 - Negotiations
 - International benchmarks
- The visual sector currently benefits from a yearly increase in its share of the overall income.

Distribution: Principles

- Rightsholder Involvement
- Proportionality of effort and payout
- Maximum payout caps
- Minimum payout caps
- Dedicated share for social and cultural purposes

Distribution: Details

- 10% of the overall income is dedicated for social and cultural purposes
- Dedicated shares for special rightsholder groups and/or uses
 - 60% for all rightsholders
 - 20% for rightsholders with full rights representation
 - 20% for rightsholder with collective rights representation
- Maximum payout caps of 0.5% of the overall payout sum or EUR 3,000, whichever is lower

Current and Future Challenges

- Artificial Intelligence (AI)
Paying entities might argue that AI-generated content is replacing protected works, and therefore fewer protected works are being copied.
- Decline in Device Sales
There is a gradual decrease in sales of copying equipment, though the decline is less steep than expected.







Welcome my Deer
Foto: Petra Rainer @ Bildrecht, Wien 2022







FELIX MALNIG
Foto: Eva Kelety © Bildrecht, Wien 2023



Thank you for your attention!

