

Visual Arts Distribution Models

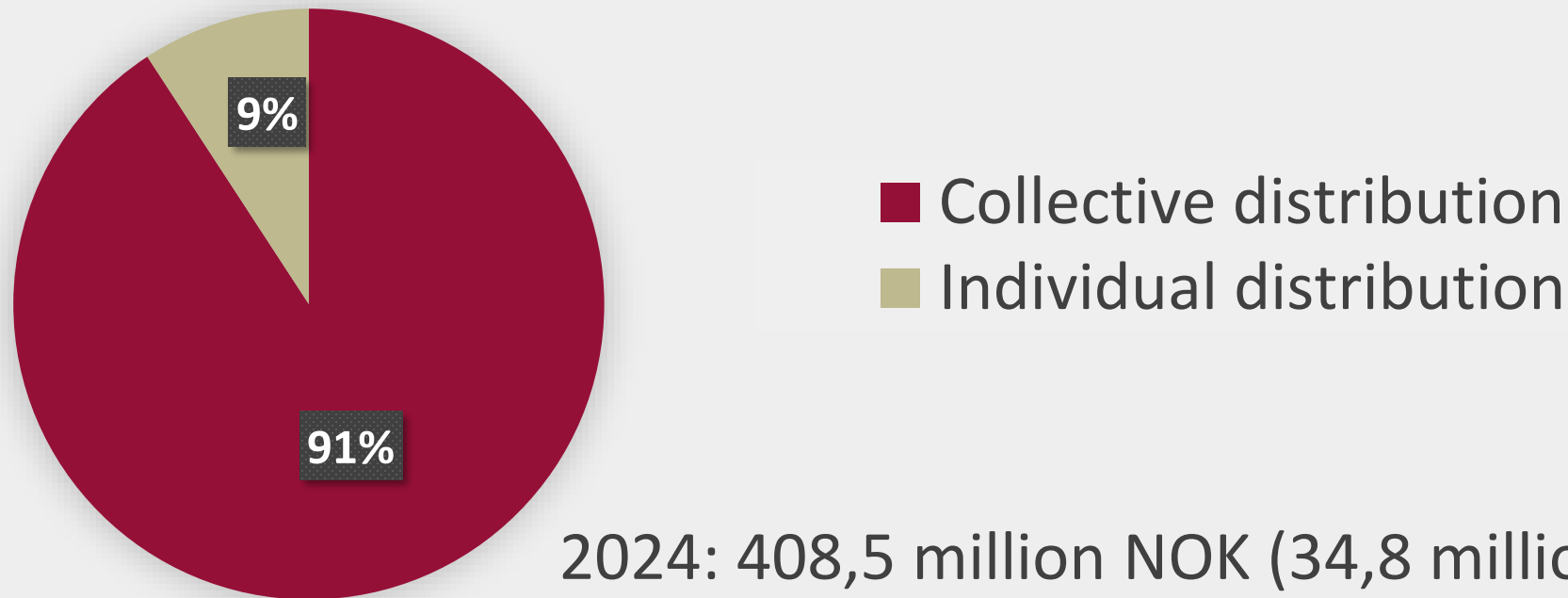
Visual Working Group

IFRRO World Congress Singapore 2025

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Kopinor's distribution

- Represents and distributes remuneration to rightsholders to all types of text, **visual art** and musical scores



2024: 408,5 million NOK (34,8 million EUR)

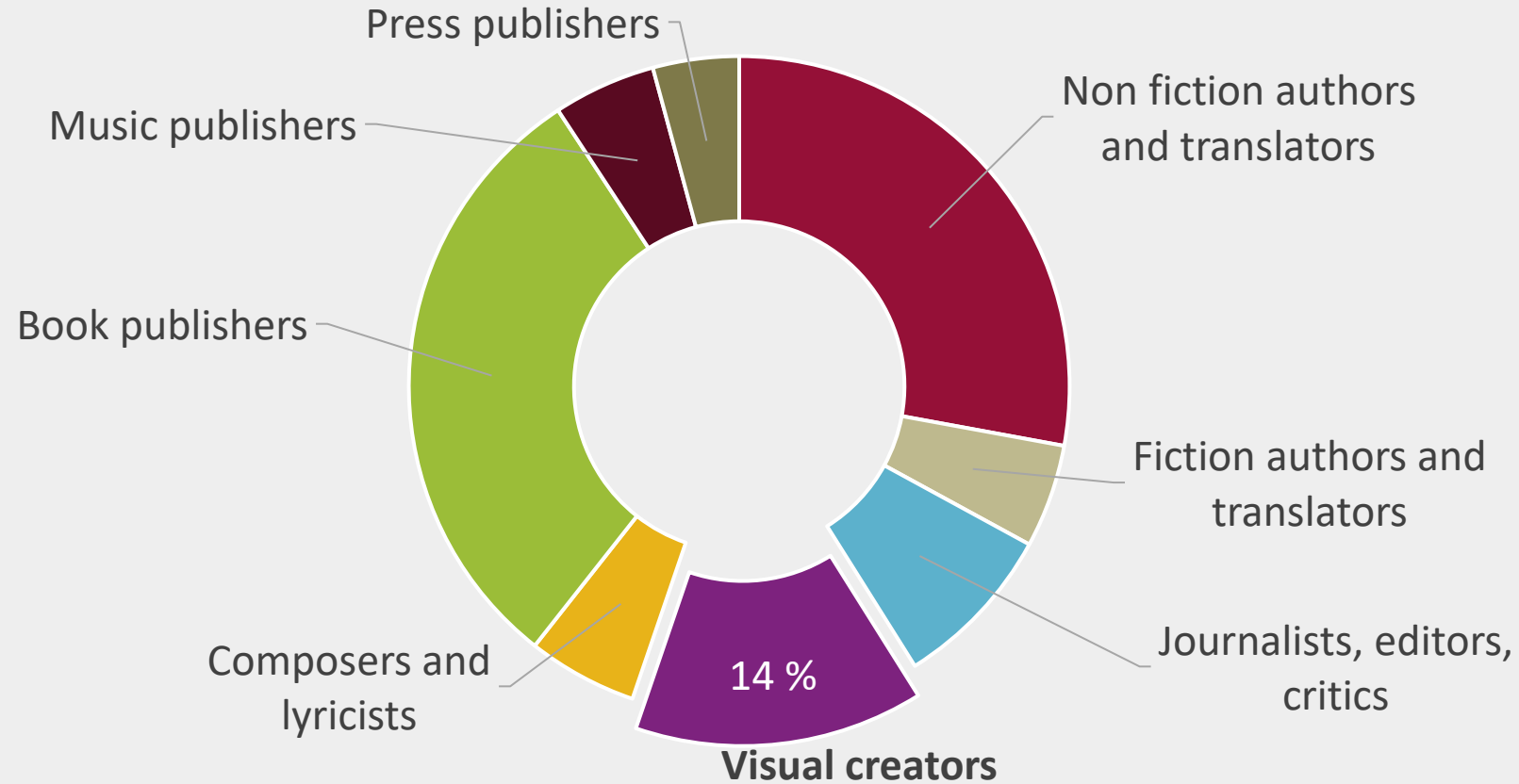
Individual distribution

- Title-specific – based on reporting of actual use
 - e.g. remuneration from the use of visual content in public exams
- To Norwegian individual rightsholders
- To foreign RROs for further distribution

Collective distribution

- Statistical surveys in the different licensing areas of
 - Sources (books, newspapers, sheet music etc.)
 - Material (text, **photo, illustrations** etc.)
 - Country of publication
- Have been simplified lately, e.g. fewer categories of visual content as the respondents must be able to give reliable answers
- Negotiations among our member organisations on the shares

Distribution from Kopinor to categories



Further distribution to the rightsholders

- Delegated to our member organisations, incl. **5 visual rightsholder organisations**, who should make an effort to distribute remuneration individually (based on analogies or knowledge from other areas etc.)
- Deductions for:
 - administration costs related to distributing remuneration
 - for educational, social and cultural benefits, including collective distribution in the form of scholarships, etc.