

Diculture heritage objects' rights' labelling – practical approach


- WHAT'S A LABEL? -

Logo can be used
for making object /
whole internet site

https://www.lnb.lt/autoriu-teises-publikuojamu-duomenu-naudojimas


92.168.168.110:81/A Outlook Web App TRANSLATE LRS t.a. Google MAPS Swedbank GMAIL

 LIETUVOS
NACIONALINĖ
MARTYNO MAŽVYDO
BIBLIOTEKA PASLAUGOS

 > Autorių teisės. Publikuojamų duomenų naudojimas

Autorių teisės. Publikuojamų duomenų naudojimas

Jei prie konkrečių objektų nėra aiškiai nurodyta kitaip, šioje interneto svetainėje pateikiamai Lietuvos nacionalinės Martyno Mažvydo bibliotekos parengtai informacijai (aprašymams, fotografijoms) taikoma [CC BY](#) licencija.



Trečiųjų asmenų sukurtiems objektams ši licencija negalioja – jie gali būti saugomi autorių teisių arba būti viešojoje srityje.

Kilus klausimams dėl šioje interneto svetainėje esančios informacijos panaudojimo, prašome kreiptis el. paštu media@lnb.lt.



1 / 1

Short description of rights / licence name

Title

Valeriana pyrenaica L. Valerianaceae Distribution: Pyrenees. It has no medical use. Photographed in the Medicinal Garden of the Royal College of Physicians, London. | Dr Henry Oakeley

FIND OUT MORE

[View at Wellcome Collection](#)

CAN I USE IT?

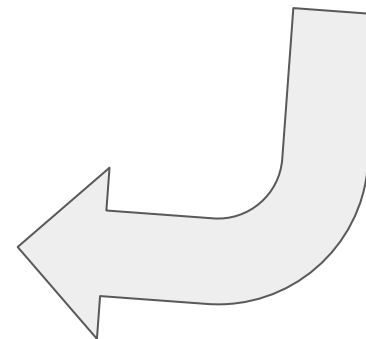
Free Re-use
CC BY

People

Creator: Dr Henry Oakeley

CAN I USE IT?

Free Re-use



Or
just an abbreviation

Europe's sound heritage at your fingertips

News Conferences Sound categories The Project Events Press



Picture by Laura Miles, BL – CC-BY

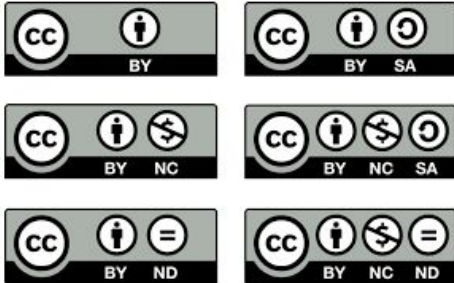
While the quartet performed these pieces, Aleks Kolkowski demonstrated early sound recording on both wax cylinder and vinyl disc. Aleks Kolkowski is a musician and composer whose work focusses on historical sound recording and throughout 2016, he was the lead violinist on his own acoustic instrument on wax cylinder and then the same piece was played again, but on a Stroh violin. The Stroh is a phono instrument which was developed to enhance recordings in the early twentieth century. Upon playback of the wax cylinder, it was clear what a difference the phono instrument made, and how much clearer the recording was. A demonstration of vinyl recording was also made, with playback of the disc presented to the audience.

g on both wax cylinder and vinyl disc. Aleks Kolkowski is a musician and composer in Residence at the British Library. To begin Aleks recorded the piece on a Stroh violin. The Stroh is a phono instrument which was developed to enhance recordings in the early twentieth century. Upon playback of the wax cylinder, it was clear what a difference the phono instrument made, and how much clearer the recording was. A demonstration of vinyl recording was also made, with playback of the disc presented to the audience.



Picture by Laura Miles, BL – CC-BY

- WHAT'S A LABEL? -



CC licences

Europeana rights statements

- WHY WE LABEL -

- WHY we label -

Authors' / neighbouring rights:

**you are not permitted to any use
without express rights' holder's
permission**



- WHY we label -

The user's perspective:

- unclear how to use
- hard to find
- unclear how to find author
- getting permission: time and costs

... the temptation of illegal use

... or no use at all





Bernhard, Kerstin Boel

Nordiska museet

DOWNLOAD

Media Metadata

Title Skoreklam. En modell med huvudet på sned, herrbyxa, Oxfordsko och en tax. | Bernhard, Kerstin (Photographer)

Description Skoreklam. En modell med huvudet på sned, herrbyxa, Oxfordsko och en tax.

FIND OUT MORE



View at Stiftelsen Nordiska museet

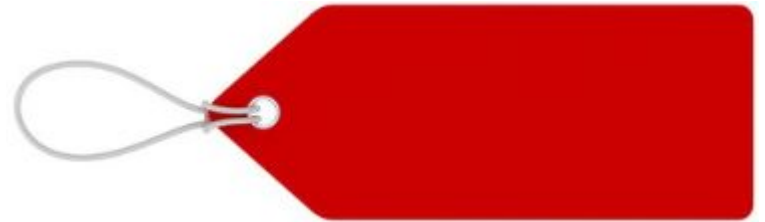
CAN I USE IT?

Limited Re-use
CC BY-NC-ND

https://proxy.europeana.eu/2048211/NMA_0060569?api_url=https%3A%2F%... | Kerstin (Photographer)

https://www.europeana.eu/portal/en/record/2048211/NMA_0060569.html?q=

- AFTER WE LABEL -



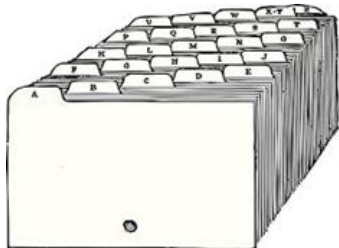
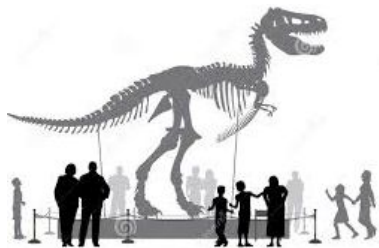
The user's perspective:

- unclear how to use → clear set of permissions/restrictions
- hard to find → easier to access in some platforms
- unclear how to find author → no need to
- getting permission: time and costs → no need
- the temptation of illegal use → easy to define legal ways of use

- AFTER WE LABEL -

GLAM's perspective:

- some rights are already defined or we're on the way to do so
- serves the GLAM's sector's purposes
- more visible to users
- more legal use of content
- more user satisfaction



- AND WHY WE DON'T -

- TWO STEPS? -

DEFINE THE RIGHTS

STEP 1

CHOOSE A LABEL

STEP 2

- ACTUALLY... -

DEFINING THE OBJECT



- Is it a work of art?
- Is it in our collection?
- Was it created in our country?

DEFINE THE RIGHTS

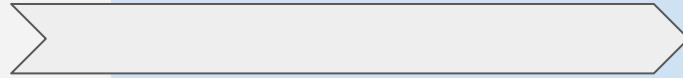
- ACTUALLY... -

DEFINING THE OBJECT

- Is it a work of art?
- Is it in our collection?
- Was it created in our country?

DEFINING VALIDITY

- Is it in public domain?
- When was it created?
- When was it published?
- How should I calculate the terms?



DEFINE THE RIGHTS

- ACTUALLY... -

DEFINING THE OBJECT

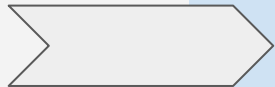
- Is it a work of art?
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DEFINING VALIDITY

- Is it in public domain?
- When was it created?
- When was it published?
- How should I calculate the terms?

IDENTIFYING RIGHTS HOLDER

- Author/s?
- Performer/s?
- Inheritor/s?
- Publisher/s?
- Broadcasters/?
- Collecting societies?
- Assignees?
- Someone purchased the rights?
- CONTACTS?
- Orphan work?
- Contract?



DEFINE THE RIGHTS

- ACTUALLY... -

HOW DO I LABEL?

CHOOSE A LABEL

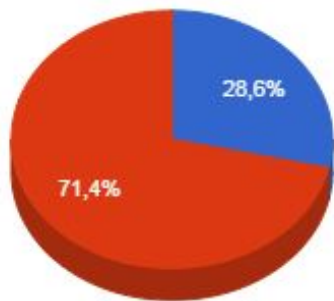


What do the labels mean?
Can I use any type I want?
What's the difference between PD and CC?
Should I say something in author's contract?
How do I physically get the logo/metadata?



7%

Scarce usage of culture
e. services

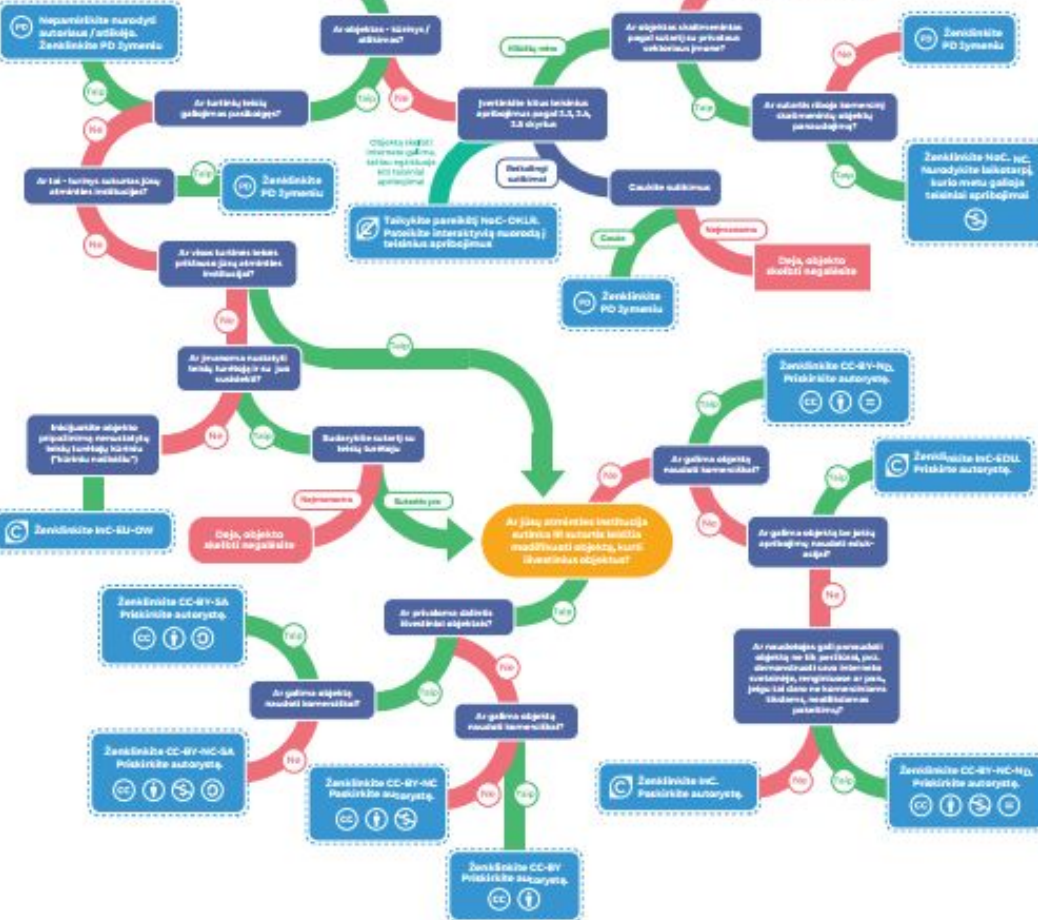


Less than $\frac{1}{3}$ of GLAM institutions were labelling CHOs

Only **PD** was being used

- AND THAT'S WHAT
WE WERE LOOKING
TO SOLVE -

Ar ievērtināte autorlausa grostītānes tēls?



https://www.lnb.lt/media/public/documents/Methodika_ir_rekomendacijas-web-2017-08.pdf

<http://cc.Inb.lt/>

Start Labeling

Use the tool for identifying the rights and to find out what label is recommended for the object

START →





Labeling Tool

Have You created what You are about to label?

Yes

No

Let's evaluate legal limitations.

Next

• **Is the object You are seeking to label legally protected as a work of art?**

Yes

No

Are You unsure?

What kind of object is it?

Household appliances



• **Is the object You are seeking to label legally protected as a work of art?**

Yes

No

Are You unsure?

✓ YES. The object You have chosen is considered a work of art and protected by copyright laws.

What kind of object is it?

Illustration



• **Are proprietary author's rights to the object that You seek to label still in force?**

Yes

No

Are You unsure?

Enter the date of death
of the author:

Which date should I enter?

Several authors

Unknown author

Audiovisual object

Music

Author is still alive

Are You unsure?

✓ The term of proprietary author's rights to the object has lapsed (object free of copyright protection).

Enter the date of death
of the author:

Which date should I enter?

Several authors

Unknown author

Audiovisual object

Music

Author is still alive

• **Can the users modify and build upon the object, and to create something new based on it?**

Yes

No

More on [modifications and derivative works](#)

Back

Next

• **Would You like to oblige the users that have created something new based on the object You're labeling to share their creations under the same conditions?**

Yes

No

More on [derivative works](#) and [obligation to share alike](#)

Back

Next

• **Can other users earn money (or gain other economic benefits) from using the object You're labeling, without asking for a separate permission?**

Yes

No

More on [use for commercial/non-commercial purposes](#)

Back



CC BY is a Creative Commons licence enabling the user to use the object with least restrictions. It permits anybody to use the labelled object without any limitations, including the right to copy, modify, to use it for commercial and non-commercial purposes.

More on [CC BY](#)



Download logo

User testing

3 Sessions



Photo: Kyle Hale <https://flic.kr/p/fzfiz5>

**We shared the news with
GLAM and creators**





We tried
to be
creative



...very creative

... more
creative





...and even
more **creative**

And we learned to use our
tool in practise



THANK YOU!

Jurga Gradauskaitė, iLAW, Lithuania

