

Hong Kong Copyright Licensing Association

Press Release

1. Principal members of the Newspaper Society of Hong Kong founded the Hong Kong Copyright Licensing Association (HKCLA) in October 2001. This company offers a one-stop collective licensing scheme for photocopying of newspapers. Through the scheme, the company aims at promoting public awareness of intellectual property rights.
2. HKCLA has been authorized by 12 Hong Kong newspapers to issue photocopying licences for internal reference or instruction purposes (only applicable to kindergartens, primary and secondary schools under prescribed conditions). They are China Daily Hong Kong Edition, Hong Kong Commercial Daily, Hong Kong Daily News, Hong Kong Economic Journal, Hong Kong Economic Times, Hong Kong iMail, Ming Pao, Sing Pao, Sing Tao Daily, South China Morning Post, Ta Kung Pao and Wen Wei Po.
3. The main features of the licensing scheme are as follows:
 - a. Licence fees for charitable organizations, kindergartens, primary and secondary schools which make copies for internal reference or education purposes are waived.
 - b. Organisations which have a low usage of photocopies of newspapers are generally charged a fixed fee of \$500 a year. They are permitted to make copies of no more than 100 articles per month from the 12 newspapers taking part in the licensing scheme.
 - c. Licence fees for organisations which have a high usage of photocopies of newspapers will be determined by the number of readers and the rates set by the newspapers.
 - d. Fees are charged on a per title per user per year basis. They range between \$100 and \$250, with most newspapers charging about \$200.
4. In setting the fees, participating newspapers have taken into account the issue of affordability. While affirming intellectual property rights, the fees will have

minimal impact on the free flow of information.

5. Separate licences have to be applied for copying or use of newspaper contents in all other manners or other purposes. HKCLA may assist applicants to obtain authorization from the newspaper publishers concerned. For enquiries, please call 29483650 or fax to 26037165.

7th November, 2001.

If you have any enquires, please contact Miss Yeung at 2948 3650.

HKCLA acknowledges the assistant of Wilkinson & Grist in the establishment of HKCLA.