Towards a level playing field:

Copyright, archival collections and the attention economy
Attention economy
Attention economy

- Content is plentiful & attention is a scarce resource

- 300 hours video uploaded to YouTube a minute
  - YouTube Press Statistics 2015

- NFSA aims to capture public's attention through interpreting & sharing our rich archival collection
Attention economy

- 50% of Australians with internet access viewed professionally produced video online in 2014

- 69% of viewers used YouTube

- Screen Australia 2015
Interpretations of archives
Interpretations of archives

Terminology associated with cultural institutions repurposed and applied to online repositories e.g.

• Democratic digital archives
• Amateur curators
Interpretations of archives

Alan McKee (2010) “YouTube vs the National Film and Sound Archive” argues YouTube is a superior resource for historians.

*[Warning: The YouTube link to Australian TV show 'Frontline' supplied by McKee results in a copyright claim message.]*
The playing field

Frame enlargement from "Les Fleurs Animées"
NFSA : 789965
Film from the Corrick Collection
The playing field

• National Film and Sound Archive of Australia Act 2008 to develop, preserve, maintain, promote and provide access to a national collection of programs and related material.

• YouTube’s trademark motto - Broadcast Yourself
Set of images with animal subjects, possibly set of animal postcards c1905
George O' Malley Collection NFSA: 737856

Audience engagement
Audience engagement
A varied thing
Challenges for archives
Challenges

"The Copyright Act is overly long, unnecessarily complex, often comically outdated and all too often, in its administration, pointlessly bureaucratic."

George Brandis, Australian Attorney General

Opening Address, Senator the Hon George Brandis QC, Attorney-General and Minister for the Arts, Australian Digital Alliance Forum 2014
Challenges

Fair dealing for defined purposes

- Research or study
- Criticism or review
- Parody or satire
- Reporting the news
- Professional legal advice (lawyer, patent attorney or trade marks attorney)
Towards a level playing field
Towards a level playing field

- Balance access with stakeholder rights
- Shift towards qualitative values
- Is international copyright reform a solution?
- Is there a part for FIAF to play?