

**New UK copyright system launched by IP Minister Baroness Neville-Rolfe****First public use of The Copyright Hub and Digital Catapult's ground-breaking technology****Agreement to use new system in Australia announced****Launch of the public information website [www.copyrightdoneright.org](http://www.copyrightdoneright.org)**

Intellectual Property Minister Baroness Neville-Rolfe became the first public user of The Copyright Hub and the Digital Catapult's innovative new copyright technology at an event in London today. Using a single mouse-click, the Minister was able to secure permission to use a copyrighted image provided by project partner 4Corners Images ([www.4cornersimages.com](http://www.4cornersimages.com)).

The event marked the first time that The Copyright Hub's technology – a platform developed and supported by the Digital Catapult - has gone live. The technology, which will be extended to other forms of media over the next few months, has been developed to enable creators to give permission for their work to be used both commercially and by members of the public.

Speaking at the launch Baroness Neville-Rolfe said: "The Copyright Hub's innovative use of new technology will unlock a treasure trove of content and ensure fair returns for rights holders. The Government is committed to making the UK the best place in Europe to innovate and grow a business and that is what the Digital Catapult is helping to do – acting as a catalyst for growth in promising markets where the UK is leading the world. Congratulations to the catapult on their unique partnership with the Copyright Hub."

Neil Crockett, CEO, the Digital Catapult, added: "The mission of the Digital Catapult is to support digital initiatives that create new products, services, jobs and value for the UK economy. The Copyright Hub is a brilliant example of what can be achieved and its impact on the creative economy could be massive. Not only will it take unnecessary friction out of the system wholesale, it will potentially boost productivity in every creative industry. It's great to see the technology in action for the first time".

Richard Hooper, Chairman of The Copyright Hub, commented: "This is a proud moment for The Copyright Hub team. The government has supported us since the whole process began with the Hargreaves Report in 2011, and now we are beginning to see a new era for copyright put in place. Given continuing support from industry and government, this could be a world-leading initiative on a par with the creation of the web itself."

There are now nearly 100 Copyright Hub applications planned, with ten under active development, including photo/picture library Mary Evans and the British Film Institute (BFI). In addition, i-Publishing Consultants goes live with its first Hub application today and in the next few weeks Capture will have incorporated Hub services in their application, reaching many more picture libraries.

The international potential of the new technology was confirmed by the news that The Copyright Hub has agreed a new partnership with Australian licensing organisation the Copyright Agency. As part of this agreement, The Copyright Agency will be contributing to The Copyright Hub's core funding.

The technology is expected to eventually be rolled out in Australia across all of the content licensed by the Copyright Agency – text, images, art, and survey plans. It continues the

successful international work of The Copyright Hub, which is also working in the U.S. with the Copyright Clearance Centre and the Motion Picture Association of America and with an increasing number of other public and private partners across Europe and the world.

The Copyright Hub has also announced that it has launched a new website, [www.copyrightdoneright.org](http://www.copyrightdoneright.org) to generate support for its activities. It highlights the support already received from over 45 organisations and many individuals, and invites others to get involved by contributing funding, time, Hub Applications and code.

## **ENDS**

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### **Notes to editors**

#### **About The Copyright Hub**

The Copyright Hub Ltd is a non-profit company limited by guarantee. It is managed by the CEO Dominic Young and overseen by an Executive Board of directors chaired by Richard Hooper CBE. The primary forum through which the Copyright Hub receives guidance, help and steering from its stakeholders is its Partners Board which includes representatives from across the creative industries, users, the technology sector and government. For more information, please visit: [www.copyrightthub.co.uk](http://www.copyrightthub.co.uk)

#### **About The Digital Catapult**

The Digital Catapult, which became operational in 2013, is a national centre to advance the UK's best digital ideas. The Digital Catapult is one of seven Catapults funded by InnovateUK.

The specific aim of the Digital Catapult is to drive future economic growth in the digital economy by unlocking value from proprietary data in faster, better and more trusted ways.

Unlike a number of other Innovate UK programmes, the Digital Catapult is not a funding agency. Instead, it provides support based upon available facilities, expertise and by bringing partners together to help UK businesses unlock value from sharing proprietary data in faster, better and more trusted ways.

For more information about the Digital Catapult's projects and programmes please visit the website: [www.digitalcatapultcentre.org.uk](http://www.digitalcatapultcentre.org.uk)

### **About our partners today**

#### **Capture**

Capture is a leader in enterprise-grade media management systems and services that include rights, licensing, metadata, royalties and finance. The company has an experienced 25-strong team with 250 years' aggregated industry experience and its clients include household names.

Capture is integrating Copyright Hub services into its existing extensive, modular, configurable product range, thus enabling its clients – that are wide and diverse and include large footprints in the cultural and commercial image agency sectors – to obtain Copyright Hub identifiers automatically.

Capture is also building a discovery service, so that once those assets have identifiers, Capture's discovery tool can lead the end user back to the source for licensing.

[www.capture.co.uk](http://www.capture.co.uk)

#### **i-Publishing Consultants**

i-Publishing Consultants is an innovative consultancy that enables organisations to profit from creating new products, optimising their information management and engaging effectively with their communities of interest.

i-Publishing Consultants is working with the Copyright Hub and image rights-holders on the development and implementation of innovative digital image identification, licensing and discovery processes.

[www.i-publishingconsultants.com](http://www.i-publishingconsultants.com)

#### **4Corners**

4Corners Images specialises in high quality travel stock photography. Our tightly edited, exclusive collection of travel images contains landscapes, cityscape, food & drink, lifestyle and nature photography.

We believe that quality and creativity are of paramount importance in stock photography and we are proud to work with outstanding [Photographers](#) who share our values and each of whom brings a distinctive contemporary style to our image library.

4Corners Images was established in 2004 and has since become a leading picture library in the UK for high end travel images. We are a member of [BAPLA](#) (British Association of Picture Libraries and Agencies) - The UK's most important picture industry body as well as [CEPIC](#) (Coordination of European Picture Agencies) - a pan European organisation that places itself at the centre of the picture industry.