European Visual Artists

- 28 European collective management organisations for fine arts, photography, illustration, design, street-art, and other visual works.

- They are not-for-profit organisations and are mandates individually by each member to license primary use such as reproductions in books, press, broadcastings, museums, archives, merchandising...

- They manage rights on so-called secondary rights, such as private copy, public lending, cable and include their members and non-members.

- CMOs for visual works manage based on authors’ names not on individual works.

www.evartists.org
Article 17 – Our solutions

Our network of CMOs provides the infrastructure needed for platforms to comply with art. 17.

Our tools for licensing under art 17

Our solutions to solve these challenges + maximise access and legal certainty for all:

- **OLA**: Multi-territory and repertoire licensing, 15 years positive experience for online use; applied for online use of museums, publishers, galleries, auction houses;
- Licensing with the extension to non-members of CMOs, provides high level of legal certainty by coverage of members and non-members, guarantee of equal treatment and easy opt-out anytime:
  - by blanket licenses with legal presumption to cover all rightsholders with easy opt-out;
  - extended collective licensing – art. 12 DSM Directive; the Commission guidelines for the implementation of art.17 should include recommendations for applying article 12
- These solutions are fully compatible with any other models of image rights holders, its tested in Scandinavia.
- Any solution requires full cooperation between rightsholders and OCSSPs.