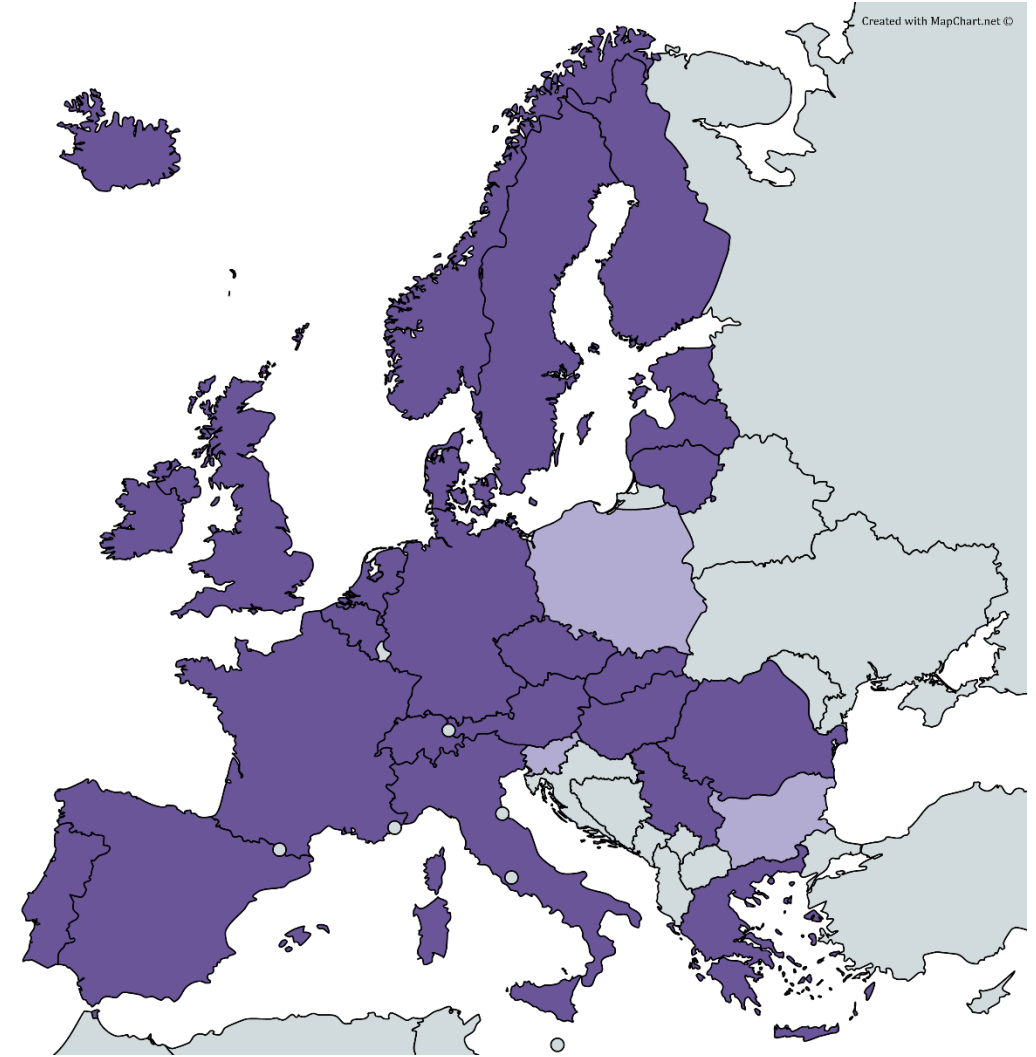
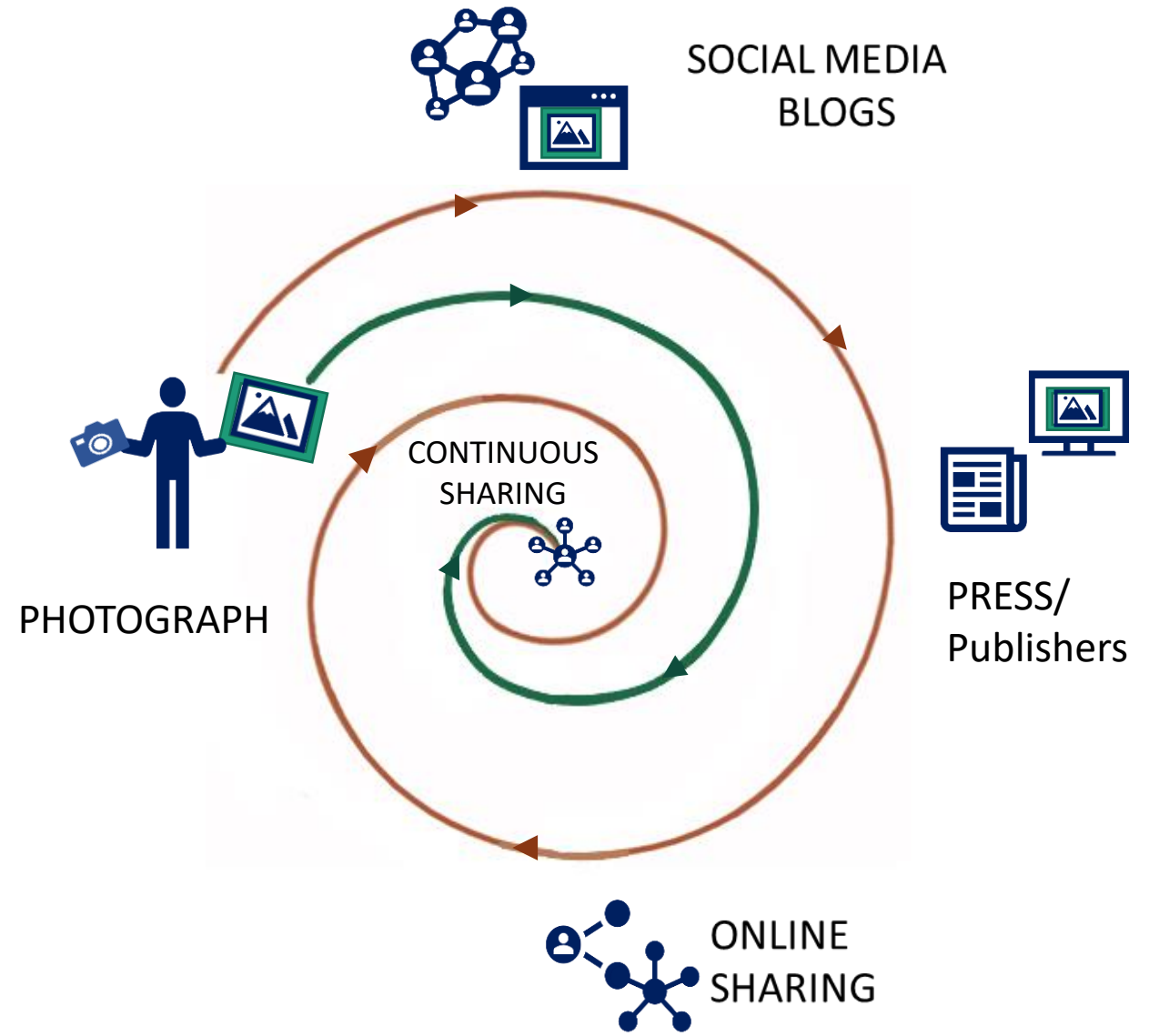
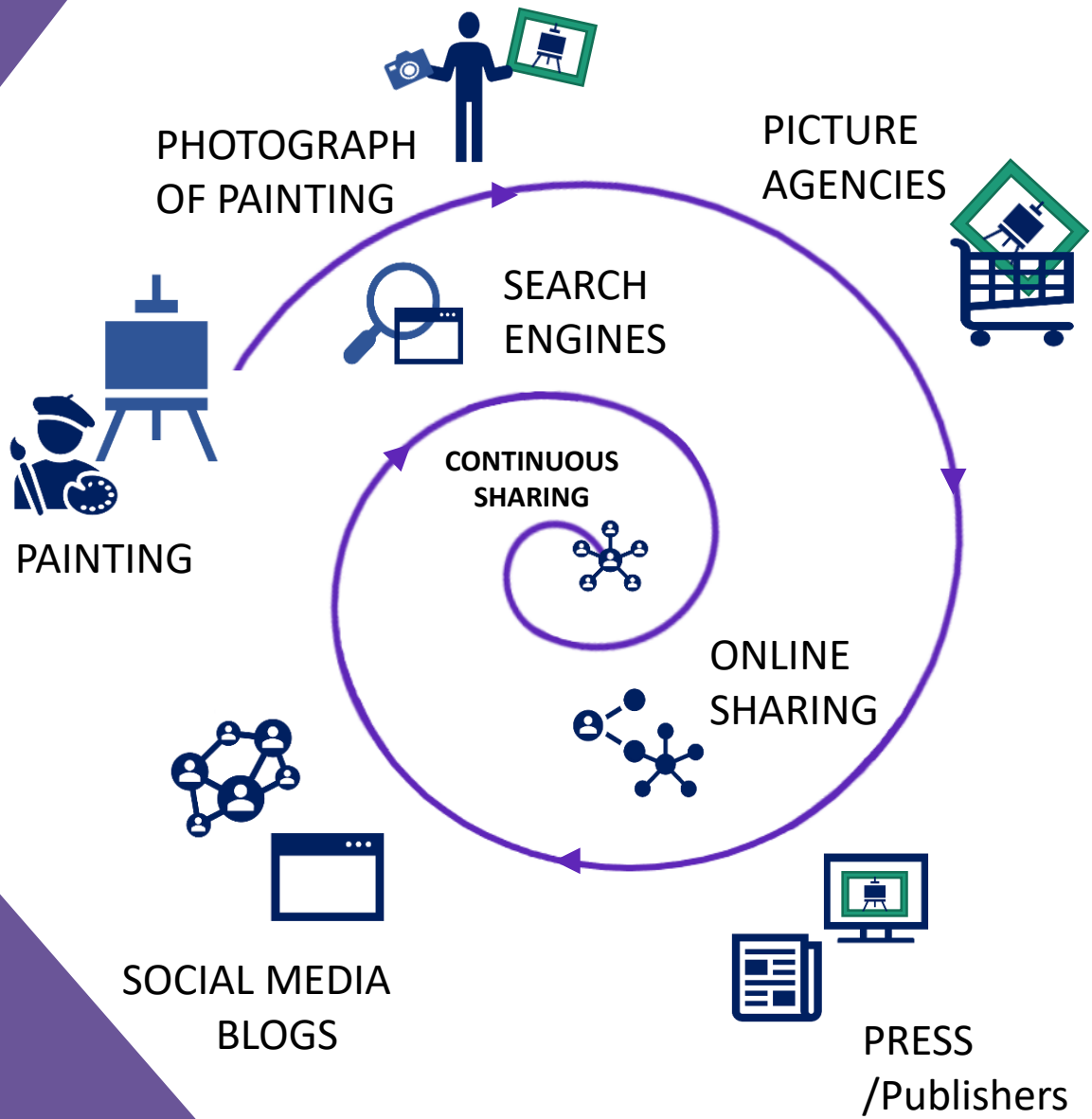


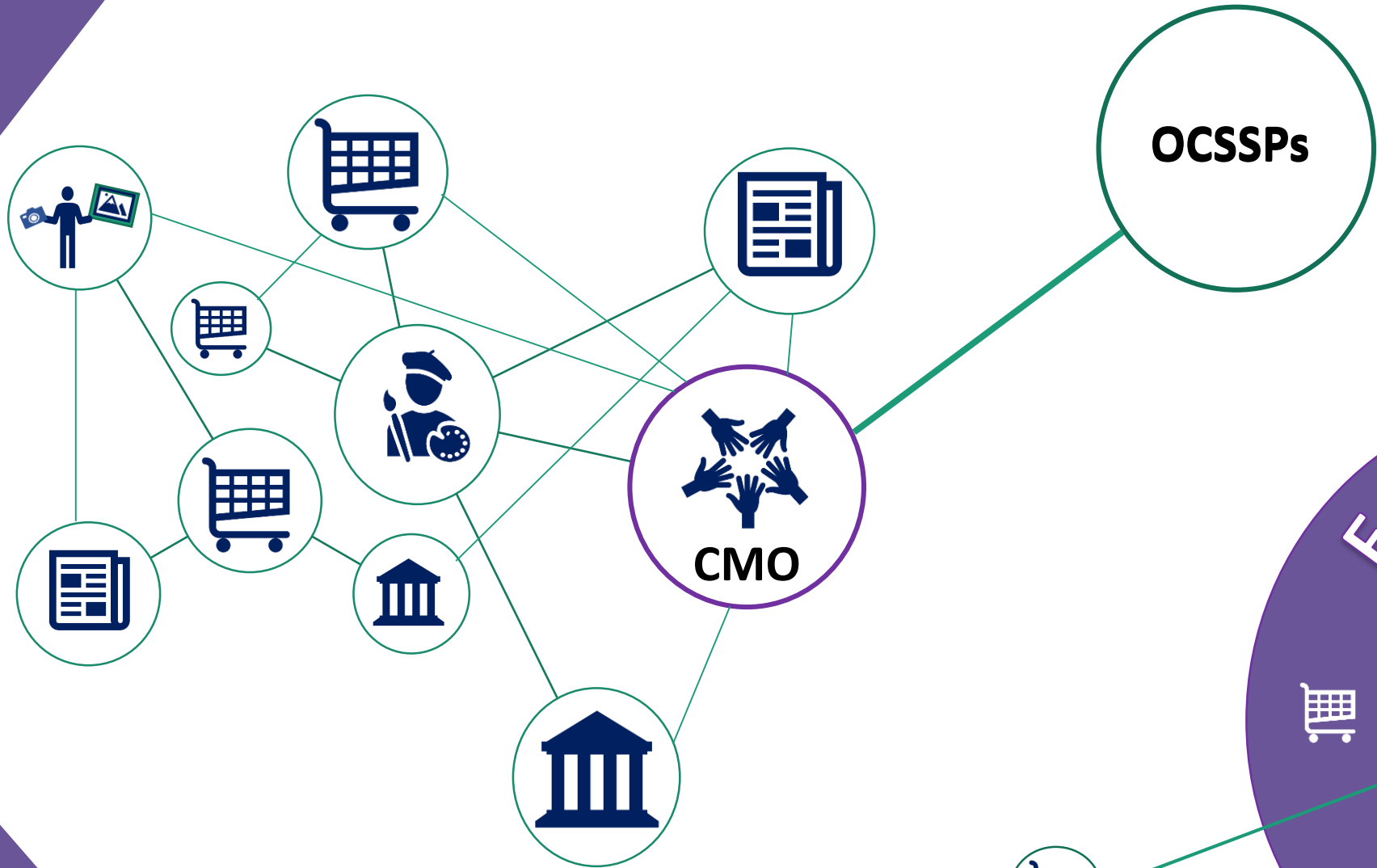
# European Visual Artists

- **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 mandated 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.eartists.org](http://www.eartists.org)







Opt out

# 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 rightholders and **OCSSPs** .