

# Table of contents

<b>1</b>	<b>About this guide</b> .....	<b>1</b>
1.1	Who this guide is for .....	1
1.2	How this guide is set out .....	1
1.3	Information, not legal advice .....	1
1.4	Some terms we use .....	1
<b>2</b>	<b>Introduction</b> .....	<b>3</b>
2.1	Chapter summary .....	3
2.2	Copyright and the online world .....	3
2.3	What's protected? .....	3
2.4	Things that are not protected by copyright .....	4
2.5	Material created using automated computer programs .....	5
2.6	Compilations .....	6
2.7	Orphan works .....	8
2.8	The exclusive rights of the copyright owner .....	9
2.9	Accessing material online .....	9
2.10	When is copyright infringed? .....	9
2.11	Moral rights .....	10
2.12	Performers' rights .....	10
<b>3</b>	<b>How copyright applies online</b> .....	<b>12</b>
3.1	Chapter summary .....	12
3.2	Introduction .....	12
3.3	Hardcopy versus digital material .....	12
3.4	A note on convergence .....	13
3.5	Copyright and technological neutrality .....	13
3.6	The communication right .....	14
3.7	Linking and embedding .....	15
3.8	Caching, and text and data mining .....	17
3.9	User-generated content .....	19
<b>4</b>	<b>Exceptions</b> .....	<b>22</b>
4.1	Chapter summary .....	22
4.2	Contract and exceptions .....	22
4.3	Fair dealing .....	22
4.4	Private use exceptions .....	24
4.5	Temporary reproduction exceptions .....	24
4.6	Computer program exceptions .....	25
4.7	Digital simulcast exception .....	25

<b>5</b>	<b>Digital rights management</b>	26
5.1	Chapter summary	26
5.2	Technological protection measures	26
5.3	Prohibition against circumventing an access control TPM	26
5.4	Exceptions to the circumvention of access control TPMs	27
5.5	Geoblocking	27
5.6	Electronic rights management information (ERMI)	28
<b>6</b>	<b>Contract and copyright online</b>	29
6.1	Chapter summary	29
6.2	Introduction	29
6.3	Licence agreements	29
6.4	Terms and conditions on websites	29
6.5	Signatures on emails and other electronic documents	31
<b>7</b>	<b>Intermediary liability</b>	32
7.1	Chapter summary	32
7.2	Setting the context	32
7.3	Authorisation	32
7.4	Authorisation exceptions	34
7.5	The iiNet decision	34
7.6	Safe harbour schemes	35
7.7	Other responses – graduated response measures	37
<b>8</b>	<b>International dimensions and jurisdictional issues</b>	39
8.1	Chapter summary	39
8.2	Jurisdiction online	39
8.3	What are the issues?	39
8.3.1	Which law applies when an Australian user accesses material hosted overseas?	39
8.3.2	Which law applies when a person overseas accesses material hosted in Australia?	40
8.4	International cooperation on copyright	40
8.4.1	How do international copyright treaties ensure protection in other countries?	41
8.4.2	How do international treaty obligations become part of national laws?	41
8.5	International copyright enforcement case studies	42
8.5.1	International Music Score Library Project (IMSLP)/ Petrucci Music Library	42
8.5.2	Google thumbnails litigation	43
8.6	The current situation in Australia	44
8.7	Agreements	45
8.8	Jurisdictional issues in relation to matters other than copyright	46

<b>9</b>	<b>Cloud computing</b> .....	<b>48</b>
9.1	Chapter summary.....	48
9.2	What is “the cloud”?.....	48
9.3	Certainty and uncertainty in the cloud.....	49
9.3.1	Licensed services.....	49
9.3.2	User owns the rights.....	50
9.4	Other issues.....	50
9.4.1	Data security and privacy.....	50
9.4.2	Jurisdiction.....	51
<b>10</b>	<b>Online distribution models</b> .....	<b>52</b>
10.1	Chapter summary.....	52
10.2	Putting things into context.....	52
10.3	Types of value-adds.....	52
10.3.1	Re-downloading or hosting source content.....	52
10.3.2	Multi-device or multi-platform accessibility.....	52
10.3.3	Multi-format availability.....	52
10.3.4	Streamlined clearances.....	53
10.4	Ecosystems.....	53
10.5	Types of business models.....	54
10.5.1	Online digital stores.....	54
10.5.2	Subscription-based services.....	55
10.5.3	Free and licensed.....	55
10.5.4	Paywalls.....	56
10.5.5	Content hubs.....	57
10.5.6	What lies ahead.....	57
<b>11</b>	<b>Managing risk</b> .....	<b>58</b>
11.1	Chapter summary.....	58
11.2	Liability.....	58
11.3	Dealing with infringement.....	58
11.3.1	Civil actions.....	59
11.3.2	Criminal offences.....	60
11.4	Managing risks.....	60
11.4.1	Shifting liability to users.....	60
11.5	Online risk management processes.....	61