



Webinar for Authors and
Publishers:

“The Journey of a Book”

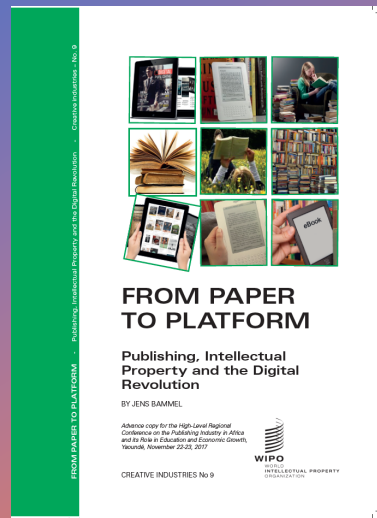
Presented by:
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From Paper to Platform: Publishing, Intellectual Property and the Digital Revolution

by Jens Bammel

<https://www.wipo.int/publications/en/details.jsp?id=4576>



Contracts in Publishing: A Toolkit for Authors and Publishers

by Brian Wafawarowa and Isobel Dixon

<https://www.wipo.int/publications/en/details.jsp?id=4742>

The Digital Transformation of Publishing

- Publishing has shifted from **selling copies** to **offering access**.
- Rights remain the same; uses have multiplied.
- Contracts must adapt to e-books, audiobooks, streaming, and subscription models.
- Collaboration between authors and publishers is key to adaptation.



Changing Economics of Rights

- **Publishing contracts** allocate and manage the *economic rights* created by copyright.
- The **traditional model** linked royalties to physical sales (print runs, copies sold).
- **Digital publishing** diversifies income — e-books, audiobooks, subscriptions, on-demand printing.
- Contracts must **define the basis of calculation** and ensure *transparency* — “Ten percent of what?”
- Include **review clauses** so remuneration adapts as technology evolve

Metadata: The New Marketing

- Metadata = the information that makes books discoverable.
- Inaccurate metadata = invisible book.
- Assign responsibility for metadata creation and updates in the contract.
- Metadata links copyright to commerce.



Defining Rights in the Platform Age

- Avoid vague terms like “digitize.”; “all rights in all media.”
- Specify each use (e-book, app, AI training, audiobook).
- -Treat new digital uses as separate licenses.
- Define for each format-- territory, duration, and remuneration
- **Specificity is protection.**

Structure of Publishing Contracts

Identification of parties and work

Grant of rights

Message: Clarity, fairness, and balance are the foundation

Royalties, Reversion & Moral Rights

Transparent accounting — “Ten percent of what?”

Reversion when book is out of print or unused.

Moral rights = authorship and integrity.

Fair contracts sustain trust.

Collective Management Organizations (CMOs)

CMOs administer certain uses
(photocopying, libraries, education).

Complement individual contracts by
collecting royalties.

Ensure authors benefit from uses
they can't track individually.

Strengthen local publishing
ecosystems.

Building Trust & Dispute Resolution

Contracts protect both rights and relationships.

Include clear termination clauses and reversion conditions.

Use **WIPO Arbitration and Mediation Center** for fair settlement.

Balance is the essence of sustainable publishing.



Thank you
Questions and Discussion

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