



Welcome to the ALAI questionnaire on online practices of author-identification!

The purpose of this questionnaire is to ascertain what author-identification practices are commonly used in ALAI National group countries when works are disseminated online. The results will be used to determine what it means for the name of the author "to appear on the work **in the usual manner**" (Berne Convention, art. 15) when the work is disseminated over online media.

1. **Name and surname of the respondent: Tihomir Katulić**
2. **E-mail address: tkatulic@gmail.com**
3. **Which ALAI National group do you represent? Croatia**
4. **If your responses relate to more countries, please list them here:**

Photography and Visual Arts

5. Who are the most prominent **photo/visual art sharing platforms or visual content providers** in your region? On what other sites (including the authors' own) do photographs and other works of visual art appear?

Regretfully, there are no indigenous photo/visual art sharing platforms originating in the Republic of Croatia or the South East Europe that can be compared to massively successful platforms such as Flickr, Imgur, Photobucket, DeviantArt, Shutterfly or to social networks such as Instagram. However in the recent years several successful projects concerning distribution and showcasing of digital photography have emerged.

Among the more popular domestic platforms, probably the most commercially successful project is Pixsell – online photo licensing agency hosting domestic and syndicated content and partnering with over 30 foreign photo distribution agencies. Its subsidiary Halopix is the largest regional freelance photo network. The platform also offers History pix, photo archive service.

Croatian authors have established a presence on most of these platforms. Some authors have developed own web sites publishing parts of their portfolio, but most prefer established platforms. Among the most popular platforms, DeviantArt seems to be the favourite choice.

6. What practices are employed to place the author's name **in the visual content itself**, such as author's name in a corner of a photograph, mouseover (rollover effect), watermark, metadata in the file's properties, other means or author-identification, or no attribution at all? Are any of the above means standardized in your media sector?

The practices follow establishes features of the most popular photo sharing platforms, including watermarks, captions, meta-data as well as other means of author-identification and attribution. No specific standard in that regard has been developed by the national media sector.

7. Whatever the means, what information in addition to the name(s) of the author(s) is disclosed?

Some of the services, in addition to the name of the author contain additional information such as the year of first publication and the information on the status of the work as a copyright work.

Some, however, do not display information on the author of the work nor any other information, even when displaying commercially available works, instead using an automatically assigned name and description as the only information available alongside the photographs offered.

8. Once author-identifying data is included in the digital file, does it remain there, or do third parties, such as platforms, strip it out?

For the most part, if author-identifying data and other data is included in the digital file, it will remain there due to the absence of procedures to remove such data in locally developed distribution platforms and repositories.

9. What practices are employed to place the author's name **in the description of the visual content on the website** (whether the author's own website or a third-party website) (outside of the content itself, such as below or above a picture, with a hyperlink to external site, with an indication of a public license, where appropriate...)? Are any of the above means standardized in your media sector?

Some of the websites employ author information alongside their visual content, with or without hyperlinks to their external site. No such means are standardized in our media sector.

10. Whatever the means, what information in addition to the name(s) of the author(s) is disclosed?

Usually only the name of the author, sometimes year of publication. There are no recognized standardized identifiers.

11. How do the service/platform providers named above in question 5 identify the author and in which form (questions 6-10)?

As mentioned in the responses to questions 5-10, there is a very modest number of services and platforms based in the Republic of Croatia.

Since some of them are only partially accessible to non-paying public, we will use the Pixsell service as an example. Through its public site, Pixsell publishes links to limited format of photographs from its portfolio without providing information on the author, date of first publication or any other standard identifiers.

Instead, users are allowed just a glimpse into agency's portfolio and invited to log in or register for commercial service. This is done to encourage users to obtain a licence and access the protected part of the site where photographs are published in high (publishing) quality and in various formats. Authors and/or rights-holders are identified through the web interface.

Music, Audiobooks, Radio

12. Who are the most prominent **online radio broadcasters, on demand music services (both for streaming and downloading) or other similar services or platforms offering audio content, including audiobooks, podcasts etc.** in your region?

Among national online radio broadcasters, on demand music services and similar services and platforms there are several that could qualify as prominent. Croatian Radiotelevision is the national public broadcasting entity, consisting of three separate companies Croatian Radio, Croatian Television and Music Production company.

There are several other radio broadcasters, such as the Soundset Group, Open Radio etc.

Regarding streaming music, international services such as Deezer, Google Play, Youtube and others are leading providers. Regarding podcasts, iTunes as an integrated distribution system for

13. Is there a practice to mention the author's or rightholder's name **within the audio content itself?** This may differ for radio, podcasts or audiobooks (where it is common to mention an author) and for musical services where the name may appear in the file's metadata or with the mouseover (rollover) effect. Are any of the above means standardized in your media sector?

Yes, radio broadcasts usually include both mentioning the author in the show notes, end credits or in the broadcast itself as well as extensive metadata embedded in the digital broadcast or internet streaming. There is no industrial standard regarding the location and order of data apart from accepted metadata standards and data universally used by radio broadcasters when interfacing online via web or specialized applications.

14. If the means of author-identification involve information that can be visualized (as opposed to a purely audio attribution of authorship), what information in addition to the name(s) of the author(s) is disclosed? E.g.

A. A copyright symbol?

Yes

B. Standard identifier such as ISRC?

As far as we can tell, no.

C. Year of first publication? Other year(s) (if so, to what do they pertain)?

Yes

D. In addition to the author's name, does the rightholder's name (if different from the author's) appear?

If extended metadata is shown, additional information such as publisher and/or other rightholder data may be available.

15. Once author-identifying data is included in the digital file, does it remain there, or do third parties, such as platforms, strip it out?

Depends on the distribution platform or service but usually no.

16. What practices are employed to place the author's or rightholder's name **in the description of the audio content on the website** (outside of the content itself, such as below or above a file, with a hyperlink to external site...)? Are any of the above means standardized in your media sector?

The author's or rightholder's name is usually below the file but no industry wide standardization is present. Occasionally there are links to iTunes, Deezer or other services/distribution platforms where the content is available for download, media purchase or streaming.

17. Whatever the means, what information in addition to the name(s) of the author(s) is disclosed? E.g.

A. A copyright symbol? Usually present

B. Standard identifier such as ISRC? As far as we know, not present.

C. Year of first publication? Other year(s) (if so, to what do they pertain)? Usually the year of first publication is present.

D. In addition to the author's name, does the rightholder's name (if different from the author's) appear?

Sometimes, if extended metadata is shown, additional information such as publisher and/or other rightholder data is visible.

18. How do the service/platform providers named above in question 10 identify the author and in which form (questions 13-17)?

Most of the platforms and service providers use both metadata and the data surrounding the containing file on the webpage or streaming source.

Film, TV, Video

19. Who are the most prominent **online TV broadcasters, user generated video sharing platforms, on demand film providers (both streaming and downloading) or other similar services or platforms offering audiovisual content** in your region?

A variety of TV broadcasters, on-demand media streaming and content distribution platforms offering audiovisual content is available in Croatia. Among the most popular are Youtube, HBO, Cinemax, Fox Movies, Netflix, as well as local services such as Cinestar TV, Oyo etc.

20. What means are employed to place the author's or rightholder's name **in the audiovisual content itself**, such as in the opening or closing credits, on the bottom of the window with the film, by a watermark placed over the film, metadata in the file's properties, use of the mouseover (rollover) effect etc.? Are any of the above means standardized in your media sector?

Yes, television broadcasts usually include both mentioning the author(s) in the show opening or closing credits, on the bottom of third of the screen or in the broadcast itself as well as extensive metadata embedded in the digital broadcast or internet streaming. There is no specific standard regarding the location and order of data apart from accepted metadata standards and data universally used by broadcasters when interfacing online via web or specialized applications.

21. Whatever the means, what information in addition to the name(s) of the author(s) is disclosed? E.g.

A. A copyright symbol? Usually present.

B. Standard identifier such as ISRC (music videos) or other equivalent? Not present.

C. Year of first publication? Other year(s) (if so, to what do they pertain)? Usually present.

D. In addition to the author's name, does the rightholder's name (if different from the author's) appear? Again, if extended metadata is shown, additional information such as publisher and/or other rightholder data may be available.

22. Once author-identifying data is included in the digital file, does it remain there, or do third parties, such as platforms, strip it out?

Most of the platforms distribute the file or enable the streaming of content with author-identifying data included or in fact generated and presented through the service platform.

23. What means are employed to place the author's or rightholder's name **in the description of the audiovisual content on the website** (outside of the content itself, such as below or above a file, with a hyperlink to external site...)? Are any of the above means standardized in your media sector?

The author's or rightholder's name is usually below the file but no industry wide standardization is present. Occasionally there are links to iTunes, Google Play, local services

such as OYO, HBO, Netflix or other services/distribution platforms where the content is available for download, media purchase or streaming.

24. Whatever the means, what information in addition to the name(s) of the author(s) is disclosed? E.g.

A. A copyright symbol? Copyright symbol is usually present.

B. Standard identifier such as ISRC (for music videos) or other equivalent? No.

C. Year of first publication? Other year(s) (if so, to what do they pertain)? Year of first publication is usually present.

D. In addition to the author's name, does the rightholder's name (if different from the author's) appear? Depending on the extent of additional data available, but usually present.

25. How do the service/platform providers named above in question 15 identify the author/rightholder and in which form (questions 20-24)?

Most of the platforms and service providers use both metadata and the data surrounding the containing file on the webpage or streaming source.

E-zines, E-books, Blogs, News, News Aggregators

26. What are the most prominent providers of **online literary content** (e.g. magazines/e-zines, e-books, blogs, news, including news aggregators) in your region and how do they identify the author or rightholder?

Croatian market features several large local publishers such as websites supporting daily newspapers (Jutarnji list, Večernji list, Dnevnik.hr, Poslovni.hr, 24sata.hr etc), periodical magazines (telegram.hr, nacional.hr, bug.hr, pchip.hr etc) and online portals such as index.hr, tportal.hr and many others. While there was some early success with generic news aggregators, the practice has fallen out of use in the last decade. Instead, traditional paper media have largely expanded their presence online.

27. Is there a practice to mention the author's or rightholder's name **within the literary content itself**, such as author's name as a byline appearing together with the literary content, or disclosed via mouseover (rollover effect), watermark, metadata in the file's properties, other means or author-identification, or no attribution at all? Are any of the above means standardized in your media sector?

Traditionally the author's name is contained in the byline, at the beginning of the article or near it as designed by the text layout, regardless of the form. Sometimes, this and additional data is contained in the metadata when content is ready for download or printing. There are no official standards regarding placement or position.

28. Whatever the means, what information in addition to the name(s) of the author(s) is disclosed? E.g.

A. A copyright symbol? Usually present.

B. Standard identifier such as an ISBN or ISSN. ISBN and ISSN numbers, whichever applicable, usually present.

C. Year of first publication? Other year(s) (if so, to what do they pertain)? The year of first publication is usually available.

D. In addition to the author's name, does the rightholder's name (if different from the author's) appear? Additional information may appear in the general publication data or in specific metadata where applicable.

29. Once author-identifying data is included in the digital file, does it remain there, or do third parties, such as platforms, strip it out?

Various metadata and other methods of identifying work are usually an integral part of the platform or generated by the content management system.

30. What practices are employed to place the author's or rightholder's name **in the description of the literary content on the website** (outside of the content itself, such as below or above a file, with a hyperlink to external site...)? Are any of the above means standardized in your media sector?

Most of the platforms and service providers use both metadata and the data surrounding the containing file on the webpage or streaming source. There is no official standardization however certain practices as to location of the author's name are wide spread.

31. Whatever the means, what information in addition to the name(s) of the author(s) is disclosed? E.g.

A. A copyright symbol? Usually present

B. Standard identifier such as an ISBN or ISSN. Present and required by the Libraries Act.

C. Year of first publication? Other year(s) (if so, to what do they pertain)? Usually present

D. In addition to the author's name, does the rightholder's name (if different from the author's) appear? No.

Websites as Such

332. Is there a standardized or prevailing practice how to place the name of the author in and to the **website as such**, e.g. at the very bottom of the website, at the bottom of the window (if the page is scrolled or the window resized, the text sticks to the lower window border, elsewhere than at the bottom of the website), with a hyperlink to external site naming the actual rightholder?.

No, this is mainly dependent on the website design which often does reflect the printed media layout but can also follow other design cues. All of the mentioned techniques and solutions were and are sometimes used but only with regard to design layout. Usually, such data is available either under a contextual menu (i.e. impressum) or through a similar hyperlink.

34. Whatever the means, what information in addition to the name(s) of the author(s) is disclosed? E.g.

A. A copyright symbol? Usually present

B. Standard identifier such as an ISBN? Not required/not applicable.

C. Year of first publication? Other year(s) (if so, to what do they pertain)? Usually the year of first publication is disclosed. Sometimes, additional years disclosed mark the substantial redesign of the site.

D. In addition to the author's name, does the rightholder's name (if different from the author's) appear? If applicable, such data is usually published the same way as author's name.

General

35. Can you identify substantial similarities or differences between the online and offline identification practices in your region?

Extensive use of metadata is one of the key characteristics of the online publishing of different categories of works. Sometimes this is accomplished through the platform and content data itself, embedded in the data. The other possibility involves using a proprietary or open platform or service and publishing or supplying data along but independently of content itself.

Regardless of the form, digital and online or offline distribution, certain standards including the clear identification of the author, of protected content (through use of copyright symbol) and other data is wide-spread and observed.