



## 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:

*Hungarian Copyright Forum, as Hungarian national member of ALAI*

*(Contributors to the relevant chapters: Society Artisjus Hungarian Bureau for the Protection of Authors' Rights, HUNGART Collecting Society of Hungarian Visual Artists, Filmjus Hungarian Society for the Protection of Audio-visual Authors' and Producers' Rights)*

### 2. E-mail address:

[tomori.pal@eji.hu](mailto:tomori.pal@eji.hu), [grad-gyenge.aniko@proart.hu](mailto:grad-gyenge.aniko@proart.hu)

### 3. Which ALAI National group do you represent?

Hungarian National Group of ALAI

### 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?

National portals with a general portfolio:

[artportal.hu](http://artportal.hu)

International portals with a general portfolio:

Behance, Tumblr, facebook

National portals with a specialized portfolio:

websites of galleries, online journals, blogs

**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?**

In most cases authors place their name in a corner of a photograph or use watermark, mouseover or metadata in the file's properties. (Watermark seems to be preferred by amateurs.)

**7. Are any of the above means standardized in your media sector?**

No.

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

**A. A copyright symbol? No.**

**B. Standard identifier such as an ISBN (equivalent for photos or drawings)? No.**

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

Title of image, medium, date of artwork (not necessarily of first publication).

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

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

It remains.

**10. 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...)?**

Mainly the author's own website / or a third-party website (e.g. websites of professional associations, galleries, organizations, e.g. Hungarian Academy of Arts, <http://www.mma.hu/en/web/en>) with hyperlink and or plain text below picture.

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

On Facebook: there is often no indication on the author (sometimes not even when asked).

### **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?**

International providers with a general portfolio:

YouTube, Spotify, iTunes, Deezer

National providers with a general portfolio:

www.dalok.hu

**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?**

In the music sector the authors' name does not appear together with the musical work. As the question indicates, the authors' data may remain in the background disregarding here the technology solution.

The performers' names and the label name (not always) may appear together with the audio content.

**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?**

Rather the sound recording producers' symbol.

**B. Standard identifier such as ISRC?**

Yes, it may occur.

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

Yes, first year, but not in all cases.

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

Yes, the music publishers' name may appear, if the work is a published one.

**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?**

We have no experiences with the strip-out.

**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?**

No information.

**17. Whatever the means, 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**

Yes, it may occur, or ISWC may also occur.

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

Yes, the first publications' year may appear.

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

Yes, the music publishers' name may appear, if the work is a published one.

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

It is not a typical practice. They identify the performers and phonogram producers only.

### **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?**

International providers with a general portfolio:

YouTube

National providers with public service portfolio:

[www.nava.hu](http://www.nava.hu)

[www.manda.hu](http://www.manda.hu)

[www.mtva.hu](http://www.mtva.hu)

**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?**

In the main title and in the final title the name is indicated. Standardised tools are not known.

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

- A. A copyright symbol? No.**
- B. Standard identifier such as ISRC (music videos) or other equivalent? No.**
- C. Year of first publication? Other year(s) (if so, to what do they pertain)? No.**
- D. In addition to the author's name, does the rightholder's name (if different from the author's) appear? No.**

No one of them is generally used. MANDA ([www.manda.hu](http://www.manda.hu)) uses watermark on the film but this practice is opposed by authors.

**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?**

No experience.

**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?**

No experience.

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

- A. A copyright symbol?**
- B. Standard identifier such as ISRC (for music videos) or other equivalent**
- C. Year of first publication? Other year(s) (if so, to what do they pertain)?**
- D. In addition to the author's name, does the rightholder's name (if different from the author's) appear?**

See Question 21 above.

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

See Question 19 above.

**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?**

Practically, all of the nation-wide offline magazines, daily newspapers have got their own online surface. Their general practice is that they indicate the general rightholder (the publishing house), and the author of the concrete literary content.

**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?**

See Question 16 above. Yes, there is such a practice.

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

**A. A copyright symbol? No.**

**B. Standard identifier such as an ISBN or ISSN. No.**

**C. Year of first publication? Other year(s) (if so, to what do they pertain)?** Yes, the exact date (day, month, year) of the publication.

**D. In addition to the author's name, does the rightholder's name (if different from the author's) appear?** The owner of the website is the rightholder and his or her name appears in the headline of the website. However the author's name is indicated attached to the concrete literary content.

**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?**

No experience.

**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?**

Practice is diverse, all types of the indication can be found.

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

**A. A copyright symbol? No.**

**B. Standard identifier such as an ISBN or ISSN. No.**

**C. Year of first publication? Other year(s) (if so, to what do they pertain)?** Yes, the exact date (day, month, year) of the publication.

**D. In addition to the author's name, does the rightholder's name (if different from the author's) appear?** The owner of the website is the rightholder and his or her name appears in the headline of the website. However the author's name is indicated attached to the concrete literary content.

### Websites as Such

**32. 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?**

The normal practice is that the name or symbol of the developing company is indicated. Most of the website developing software engineers and designers work as employees and assign their economic rights and do not practice their moral rights.

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

**A. A copyright symbol?** Yes. It is attached to the name of the developing company.

**B. Standard identifier such as an ISBN?** No.

**C. Year of first publication? Other year(s) (if so, to what do they pertain)?** Yes, attached to the copyright symbol and the name of the developing company.

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

### General

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

Some artists do not sign any online photos, only printed works.

Offline practices still seem to be more disciplined about identification, so in online practices it is not rare that they publish images without naming the artists.