



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: Pictoright
2. E-mail address:
3. Which ALAI National group do you represent? Vereniging voor Auteursrecht

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?

Social media platforms
News sites and papers
Company websites
Private (websites, blogs)
Photo agencies
Agencies for illustrators
Galleries

Photographs appear everywhere: companies, institutions, media, blogs, social media, private websites

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?

There is no standardization. Mostly the information can be found in the metadata (often removed), name mentioned (generally in news items) sometimes mouse-over is being used, watermark is mostly used to avoid misuse.

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

A. A copyright symbol?

Sometimes this symbol is added. It is not required in the Netherlands.

B. Standard identifier such as an ISBN (equivalent for photos or drawings)

There is no identifier for photos or drawings. In fine arts and for collective rights management on behalf of photographers and illustrators, an identifier for the artist is being used by CMO's.

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

It depends, sometimes the year of publication, sometimes the year of creation.

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

It depends. For news items, this is usually the case.

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?

All platforms strip the DRM out.

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?

This seems not to be standardized for the media sector.

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

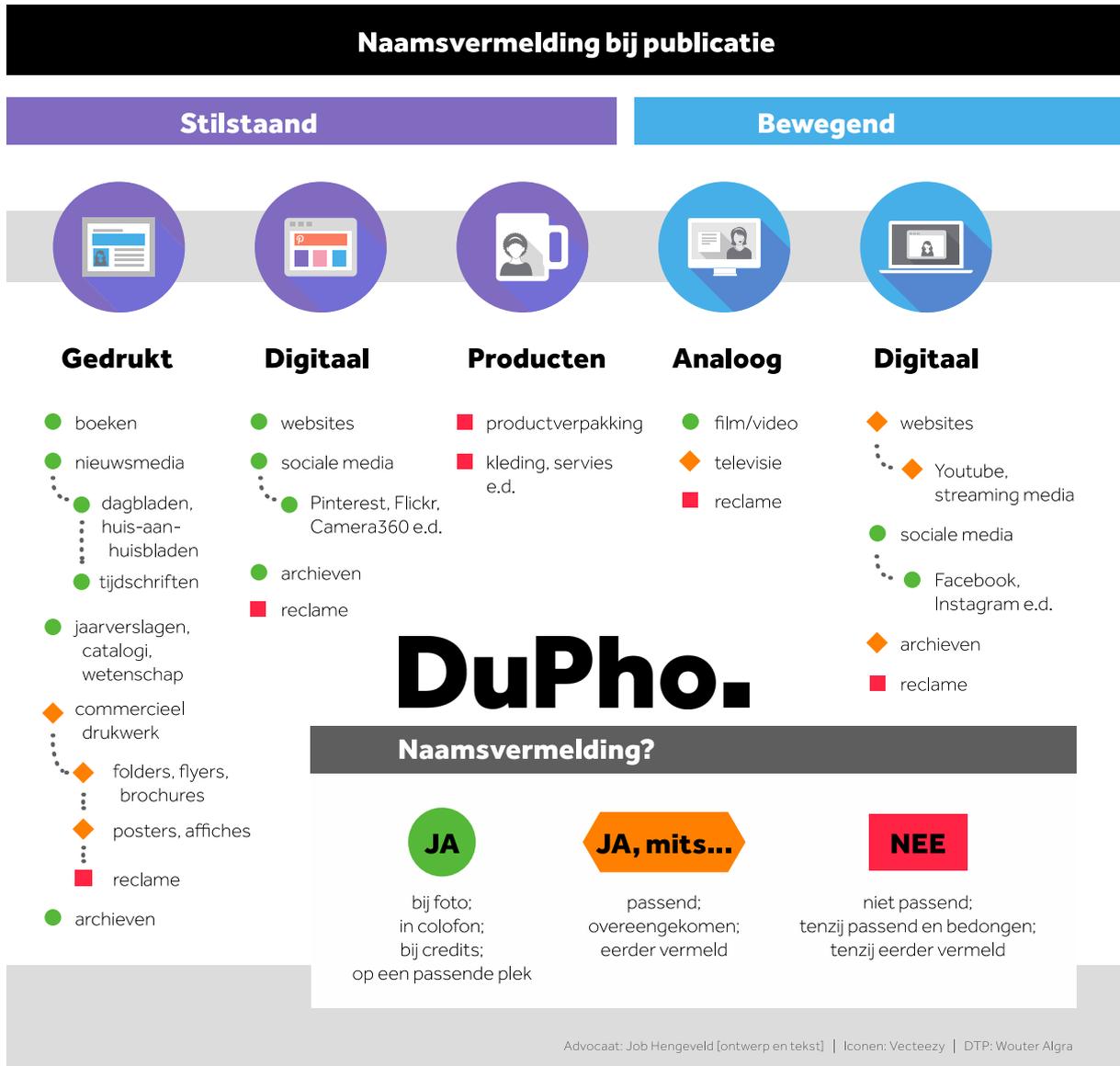
A. A copyright symbol?

B. Standard identifier such as an ISBN (equivalent for photos or drawings)

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?

Stroomdiagram naamsvermelding



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

Social media Platforms: DRM is removed
 News sites and papers: name mentioning
 (Commercial) Companies: Individual license and DRM when this is agreed
 Private (websites and blogs): DRM

This seems not to be standardised.