



Association of illustrators

Consultation on the Extension of public Lending Rights to Rights Holders of Books in Non-Print Formats

October 2009

About the AOI

The Association of Illustrators (AOI) was established in 1973 to advance and protect illustrators' rights and is a non-profit making trade association dedicated to its members' professional interests and the promotion of contemporary illustration. As the only body to represent illustrators and campaign for their rights in the UK, the AOI has successfully increased the standing of illustration as a profession and improved the commercial and ethical conditions of employment for illustrators. AOI offers members professional and business advice.

AOI members create imagery for a substantial amount of book publishing, including adult fiction, teenage and children's novels and picture books, as well as graphic novels and reference books such as annuals and encyclopaedias. PLR revenue can be a significant element in many eligible illustrators' income, as well as reinforcing the ongoing relevance of their work to borrowers and therefore contributing to their professional confidence.

Q1) AOI support an extension of PLR to include audio books.

Q2) However, we have concerns on aspects of the loan of digital audio files and ebooks as these may affect sales of those titles, and therefore royalty payments to the author. Digital downloads of a book could be made available in an unlimited number, if libraries had permission to make multiple copies available, decreasing demand for the purchased version. Therefore a limit to the number of downloads per title during a loan period should be considered. Digital book loans would need to be monitored effectively by libraries.

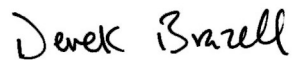
It is important that illustrators are still eligible for a percentage of PLR from non-print books containing visual material.

Q4) Regarding additional categories of rights holders, as illustration will no doubt be included in future ebooks it is possible that these images may be animated, or elements within them animated (such as images on web pages may be). How would the author contribution for animators be handled within PLR? Would eligible animators receive a fixed percentage such as translators currently do?

Q5) AOI are not currently aware of illustrators licensing individual lending rights for ebooks.

AOI support the extension to performers of audio books.

We note that it is recognised that additional public funding would be required to make payments to new categories of rights holders, and emphasise that it is important this point is upheld.



Derek Brazell
Special Projects Manager

The Association of Illustrators
2nd Floor, Back Building
150 Curtain Road
London EC2A 3AR

telephone: +44 (0)20 7613 4328
fax: +44 (0)20 7613 4417
email: derek@theaoi.com
www.theaoi.com