

**BE A PART  
OF THE DIGITAL CAMPUS  
IN NORWAY**



**RIGHTS CLEARANCE  
+ CONTENT DELIVERY**

A NEW SERVICE  
FROM

**Kopinor**

# INVITATION TO PUBLISHERS

Kopinor has undertaken the task of developing Bolk, an online course pack service for Norwegian universities and colleges. Bolk was founded to meet expectations for improved service, quality and flexibility as well as the need to meet the challenges of piracy in the digital age.

On behalf of our rights holders, Kopinor has licensed copying in the higher education sector since 1986. Constantly seeking robust and flexible solutions, Kopinor has achieved great results with a market share of 100% and EUR 48 in annual revenue per university student.



- a brand new one-stop-shop service offering coursepacks to the Norwegian Higher Education sector
- delivers digital course packs directly to a Virtual Learning Environment, or in print, as the university prefers



Photo: Finn Ståle Felberg

We invite publishers worldwide to participate in Kopinor's new initiative, Bolk, and to make use of the opportunities it has created for further developing this market, controlling publisher's rights and keeping accurate track of usage and earnings.

**YNGVE SLETTTHOLM**

*Executive Director, Kopinor*

*Chairman of the Board, Kopinor Pensum*

- makes tailoring course packs faster, easier and perhaps even fun
- uses a new business model that will curtail piracy
- provides title-level reports on earnings and usage
- enables risk-free participation in a new sales channel, where you may grant extra rights and set your own price

# EASY TO ORDER



Logged in as: Peter Emerson (log out) | Settings

My course packs | Dashboard | Support

## Coursepacks

1 Enter course information

2 Add content

3 Review and order

Previous

Next

### ✓ Course pack content A3000

Excerpt	Status	
Sodaro, M. J. (2007): A global introduction (s. 15 - 45)	✖	/ Change ✖ Delete
Jensen, Geir Åge (2003): A Broader Mind (s.43 - 48)	⌚	/ Change ✖ Delete
Elam, Kimberly (2009): Geometry of Design (s. 233 - 250)	✓	/ Change ✖ Delete
Cursaw, Danny (2003): Pathology of Lying (s. 30 - 45)	⌚	/ Change ✖ Delete
Cialdini, Robert B. (1999): The Psychology of Persuasion (s. 30 - 40)	✓	/ Change ✖ Delete

No of pages: 786

Expected delivery date: 5/11/2013 (download), 5/11/2013 (print) ⓘ

Estimated price for content per term: NOK 201.00 ⓘ

Additional fees and printing cost will increase

Waiting for digital content file to be uploaded

### Selected pages for excerpt

Enter



Author:  
Publisher: Gylendal akademisk  
Year of publication: 2009  
Volume: 1  
ISBN: 9788205396562  
Pages: 242  
Language: Norwegian bokmål  
Category: Schools and their activities; special education

Content available: ✓

Pages: (ec. 4, 7-15, 35-45)

34-75 ⓘ

Percent of publication: 17%

Name of excerpt:

ⓘ

Add excerpt to course pack

Search for content



### Allowed usage and cost

1. Kopinor HE License

Until 15 % (36 pages) of the publication

Price: NOK 0.50 per page (per student per term)

Usage beyond shown rights

Cost of service NOK 102.00

cost of usage is not included

[Show details](#)

# ADMINISTRATION OF RIGHTS

## TAILORING

of permissions and prices  
on a title-specific basis

## REPORTS

on permissions given,  
based on customer  
requests

## TERMS AND CONDITIONS

of the Kopinor License

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Publisher tools

Cleared by Kopinor

My course packs

Dashboard

Support

Dashboard > Rights management

Rights management

New rule based permission

New title based permission

✓ Tekst

i

Ref. no		Market	Status	
435	Dewey group Economics; International economics	HE (:bolk)	In progress	<a href="#">Edit</a> <a href="#">Delete</a>
623	Publications more than 20 years old	HE (:bolk)	Active	<a href="#">Edit</a> <a href="#">Delete</a>
100	Publications by Stephen Hawking more than 10 years old	HE (:bolk)	Active	<a href="#">Edit</a> <a href="#">Delete</a>
294	Dewey group Life sciences; biology	HE (:bolk)	Active	<a href="#">Edit</a> <a href="#">Delete</a>
212	Dewey group Statistics: General statistics of Europe	HE (:bolk)	Active	<a href="#">Edit</a> <a href="#">Delete</a>

Show all 1 - 5 of 12

Certificates and licenses

✓ Certificates

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Ref. no	Name of certificate	Market	Organisation
422	Claes & mydske (2011, red.). Forretning eller ford.. Excerpt: pp. 1 – 144	HE (:bolk)	University of Oslo
325	Publications more than 20 years old	HE (:bolk)	University of Oslo

1 - 2 of 2

✓ Licenses

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Ref. no	Name of license	Market	Valid until
1	Claes & mydske (2011, red.). Forretning eller ford.. Excerpt: pp. 1 – 144	HE (:bolk)	21.12.2019

Rights management

Content and catalogue management

Usage statistics and royalties

Organisation

4

# REPORTS ON USAGE

Logged in as: Peter Emerson (log out) | Settings

Publisher tools

Cleared by Kopinor

My course packs

Dashboard

Support

Dashboard > Usage statistics and royalties

Usage statistics and royalties

Here you will find an overview of the royalties earned since last payment, and last 12 months. You can export the royalties to a file, or show all royalties or show royalties for a given period of time.

Show all royalties

Royalties since last payment


These are the total royalties since last payment

From date: 3/20/2013 To date: 4/30/2013

Total royalties for the period: SEK 400,002,701.13 [View period details](#)

Most used publications last twelve months

This is a list of the publications that have generated most royalties in the last twelve months.




Social knowledge in the making

by Charles Camic, Neil Gross, Michele Lamont (Eds.)

Used in 10 course packs

[See institutions and courses](#)




Social Research

by Tim May

Used in 7 course packs

[See institutions and courses](#)



Democracy

by Anthony Arblaster

Used in 5 course packs

[See institutions and courses](#)

[See all](#)

Most active customers last twelve months


These are the customers that generated most royalties last twelve months


Organisation	Market	Sum	
UNIVERSITETET I OSLO	UH :bolk	SEK 400,002,701.13	<a href="#">Show details</a>


1-1 of 1


[Show all](#)

[Previous](#) [Next](#)

 Rights management

 Content and catalogue management

 Usage statistics and royalties

 Organisation

SEE WHO

is using your content

REPORT

on a title-specific basis

QUICK AND EASY

content uploading

5



## A ONE-STOP-SHOP SERVICE PROVIDING COURSEPACKS TO THE NORWEGIAN HIGHER EDUCATION SECTOR

Historically, providing course content has been an expensive and time consuming, manual process. Bolk enables online custom-made coursepacks that are delivered quickly and easily to the course library in the institution's virtual learning environment. Coursepacks can combine private and licensed works, and can be delivered in both print and digital formats.

Payment will be per-page, per-student attending the course. Reporting and auditing will be executed automatically.

Kopinor currently has licensing agreements with universities and colleges in Norway, covering more than 250,000 students. Through this general Kopinor license, the Norwegian higher education sector can copy up to a pre-negotiated part of any publication in the world. The Bolk service will combine the rules of the current Kopinor licence with publishers' permissions to exceed the set limit through an easy-to-use publisher interface.

By introducing this online one-stop-shop, we aim to provide our licensees with a simplified, high quality service within a business model that guarantees correct payment.

We invite publishers worldwide to participate in Kopinor's new initiative, Bolk, and to make use of the opportunities it has created for further developing this market, controlling publishers' rights and keeping track of usage and earnings.

### THE NORDIC MODEL AS BASIS FOR A UNIQUE BUSINESS PROPOSITION

- Our business proposition aims to create value for all involved: rightsholders, publishers and users.
- Combines Norway's Extended Collective License with transactional licensing, thereby offering a unique solution to efficient delivery of digital course packs on demand.



#### **Kopinor licence**

Allows for the same course:

- 15 % or 1 chapter of a book
- 2 articles per year from the same scientific journal



#### **Pre-authorised direct licence**

May allow for the same course:

- E.g. up to 30 % of a book/journal
- Terms set by publisher



#### **Special orders**

- Direct clearing by the publisher when pre-authorised rights are exceeded



We at Kopinor are aiming to maintain and even strengthen our position in the licensing of copyright material used in Norway's Higher Education institutions. To achieve this, we believe a key factor is to meet the users' need for efficient and flexible solutions. For these reasons we have developed Bolk, a state of the art software for tailor-made digital course packs based on analogue and digital content. I look forward to meet Norwegian and international publishers, presenting our business proposition with the aim of creating value for all involved; rightsholders, publishers and users.

**HANS-PETTER FUGLERUD**

*Deputy Executive Director, Kopinor*



Kopinor's new digital coursepack service, Bolk, will provide publishers with a new route to the higher education market in Norway and promises full transparency and efficiency for transactional licensing. Kopinor's distributions to date under their blanket licence indicate that there is already a healthy demand in Norway for the publications of PLS mandating publishers and we would expect publishers will therefore welcome this opportunity. PLS has been impressed by Kopinor's response to the demand from universities and looks forward to working with Kopinor to support their distribution to publishers of the new licence fees.

**SARAH FAULDER**

*Chief Executive Officer, Publishers Licensing Society*

As two of Norway's leading educational publishers, Aschehoug and Universitetsforlaget wish to offer their customers the best digital educational resources available. Kopinor's new coursepack service Bolk combines high customer satisfaction with increased revenues while fighting piracy. Aschehoug gives its warmest recommendation to other publishers.

**SVEIN SKARHEIM**

*Publishing Director, Aschehoug Education*



The members of the Association of American University Presses are among the leading publishers of scholarship-particularly in the humanities and social sciences-taught in university courses around the globe. Kopinor has been a trusted partner for many presses in making that connection in Norway; and we are excited about the possibilities that Bolk brings in innovative online coursepack delivery for both publishers and universities. The valuable intelligence of the usage reporting promised by Bolk is a development that we particularly welcome.

**PETER BERKERY**

*Executive Director of the Association of American University Presses*



# Kopinor

P.O. Box 1663 Vika  
N-0120 Oslo

Phone: (+47) 23 10 74 00  
E-mail: [kopinor@kopinor.no](mailto:kopinor@kopinor.no)

**[www.kopinor.no](http://www.kopinor.no)**

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Kopinor negotiates and concludes collective agreements on photocopying and digital uses of copyright protected works in all areas of society. In 2013, Kopinor collected some EUR 35 mill. in reprographic fees.