



October 31, 2012

The Australian Law Reform Commission
GPO Box 3708
Sydney NSW 2001

SUBMISSION TO COPYRIGHT IN THE DIGITAL ECONOMY INQUIRY

ATOM would like to make the following comments regarding the inquiry and, in summary, would like to see the Statutory License broadened to cover material available from websites.

Background to ATOM

ATOM is an independent, not-for-profit, professional association that has been promoting the study of media and screen literacy for over 49 years. The membership of ATOM includes teachers and lecturers from across all subject disciplines at all levels of education. The membership also includes media industry personnel, a range of media and education organizations and, increasingly, the general public interested in the media.

ATOM publishes *Metro* magazine and *Screen Education* magazine; produces study guides and education kits; organizes screenings throughout Australia of feature films and documentaries for teachers using its online booking system and extensive email lists; publishes *the Moving Image* series of monographs; and develops web sites and mobile apps for feature films, documentaries and television programs.

ATOM also runs The Education Shop, which markets Australian and international productions and publications for education purposes, and The Speakers' Bureau, where industry professionals give talks or run workshops in schools and universities throughout Australia.

ATOM runs regular professional development seminars and workshops; organizes an international conference every two years, and recognizes excellence in over thirty categories of Film, Television, Animation and Multimedia at the ATOM Awards annually. The ATOM Awards have been run continuously for 30 years.

ATOM has established international links with similar groups in the UK, New Zealand, Canada, the United States, Malaysia, South Korea and the Philippines.

The activities most relevant to this submission are:

1. Study guide/education kits
2. Apps and iBooks
3. *Metro* magazine
4. *Screen Education* magazine
5. The Moving Image monograph series
6. DVD-ROMs on topical issues of relevance to schools, recent examples are:
 - Photograph* (sexting)
 - Best Enemies* (bullying)
 - The Impression That You Get* (pornography)

Since 2001 ATOM has been developing an online delivery platform where all of its educational material is available online as well as in hard copy.

The goal was to encourage teachers to use ATOM's material by allowing them download the material for free in order to assess whether they can use it with their classes. If the teacher then uses the material with his or her class then ATOM expects the use to be recorded by the teacher/librarian so that ATOM will receive some income from CAL through the statutory licensing scheme.

All of ATOM's education writers are professional freelance writers. ATOM doesn't have any in-house writers. Each year ATOM pays its writers approximately \$160,000 for study guides, educational kits and other educational material.

If the statutory licensing scheme was weakened or changed so that ATOM's CAL royalties were reduced, it would greatly diminish the amount of educational material ATOM would be able to offer teachers and students. ATOM would also be unable to help support the large number of freelance writers we use or be able to employ ATOM's editorial and design staff.

ATOM knows that the material we produce is extremely popular with teachers and students by the number of downloads of our PDF study guides, educational kits, and worksheets that occur each year – the numbers are in the hundreds of thousands.

We also know that what we produce is of interest to teachers because of the number of teachers who have signed up to our opt-in email lists to find out about what ATOM is producing. ATOM now has over 80,000 teachers on its email lists. In 2011 there were over 9,000 teachers who joined one of our email lists.

ATOM allocates an ISBN number to all of its educational kits, study guides, apps and iBooks. This is to ensure any statutory licences or overseas copyright income can be traced back to ATOM. Each week we update our ISBN logbook on Thorpe-Bowker's website with any new ISBN numbers we have allocated for that week.

ATOM would like to see the statutory licensing schemes extended so that educational institutions pay licence fees for a wider range of copyright material, especially material available from websites.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Peter Tapp', written in a cursive style.

Peter Tapp
Managing Editor
ATOM Publications