

National Implementation of the Marrakesh Treaty



IPA international
publishers
association

The Publishing
Industry Perspective

Our shared objective:

- Any book
- Regardless of (dis)ability
- At the same time
- In the same place
- In the format required

IPA calls for
all Member States
to ratify and implement
the Marrakesh Treaty

1. Understanding print disability
2. Understanding the role of publishing industry
3. Understanding the role of the Marrakesh Treaty
 - How it can accelerate accessibility
 - How it can slow down access

Types of Disability

1. Blind: Braille/Audio/Ebooks
2. Visually impaired/low vision
Large print/very large print/Ebooks
Text modification
3. Dyslexic
Reading tools/Ebooks
4. Physical disabilities: Audio/ebooks
5. Complex disabilities: it depends

Types of Uses

1. Linear uses

- Entertainment/Information
- Simple text structure

2. Complex uses

- Education
- Research
- Reference
- Complex structure

The role of e-books

**Commercial e-books
that are
well crafted and
read with smart phones/PC/devices
will address >90% of accessibility
needs**

How accessible books are reading ebooks

1. Inclusive Publishing
2. Publisher VIP services
3. Publisher VIP Library collaboration
4. **Marrakesh VIP treaty**
retrodigitisation, through charities and educational as last resort

Promoting E-books

1. Create an enabling legal framework
 - Update copyright law
 - Implement WIPO WCT
2. Policies that encourage digital markets
Bibliographic databases, competition law,
3. Incentivise publishers and readers
0% VAT, e-lending pilots
4. Fight piracy
5. Bring all stakeholders together

Promoting Inclusive Publishing

1. Promoting publisher awareness
2. Providing training
WIPO ABC consortium
3. Providing publisher incentives
tendering process
4. Promoting stakeholder collaboration

All policies suggested so far
do not replace
the Marrakesh Treaty
They are complementary

Manage expectations:
Internationally: Marrakesh enables the
exchange of existing accessible files
Nationally: Marrakesh enables
retrodigitisation

Problem with relying only on MVT

1. International book supply
 - Languages
 - Domestic works covered by MVT
2. Book demand
 - Local content
 - Recent content
3. Old Solution
 - Slow
 - Expensive
 - Being phased out/reduced

Encouraging modern solutions

1. Inclusive Publishing
 - Stakeholder collaboration
 - Standards development
2. Publisher supply of special copies
 - Part of tendering process
 - Education, large publishers
3. Collaboration
 - Massive economies
 - Licensing arrangements

Key demands for implementation

1. Clear specific exception
2. Commercial availability
3. Remuneration
4. Authorised entity
 - Equal treatment
 - Encourage collaboration
5. No translation right
6. Make this part of a bigger accessibility strategy

1. Special humanitarian cause
2. Not every social cause needs an exception
3. Digital technology link us closer together
4. Solutions must be
 - Futureproof
 - Flexible
 - Collaborative

Thank you

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