



# A Plan for Ancillary Copyright

About 35.600.000 results (0,40 seconds)

## Original Snippets

[Ancillary copyright for press publishers - Wikipedia](#)

[https://en.wikipedia.org/wiki/Ancillary\\_copyright\\_for\\_press\\_publishers](https://en.wikipedia.org/wiki/Ancillary_copyright_for_press_publishers)

 About this result  Feedback

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[What the heck is ancillary copyright and why do we call it the Link Tax ...](#)

<https://openmedia.org/.../what-heck-ancillary-copyright-and-why-do-we-call-it-link-ta...> ▼

May 5, 2016 - The laws backfired, providing not a single additional cent to publishers (and journalists) as aggregators shut down or received free licenses from publishers faced with website traffic. So you'd be among good company if you were confused about why this is the table to be ...

[EU Commission: Yes, we will create new ancillary copyright for news ...](#)

<https://www.communia-association.org/.../eu-commission-yes-will-create-new-ancillar...> ▼

Aug 25, 2016 - Over the last few years Spain and Germany have both introduced new laws for press publishers, with the explicit purpose of allowing publishers to charge search engines for providing links to their content. Even though both attempts have failed, this ...

## Disclaimer:

- ❑ We received funding from the Innovation Fund of the Google Digital News Initiative in the prototype track for an unrelated project on clickbait detection technology.
- ❑ Opinions expressed in this talk are my own. They have not been influenced by, nor do they necessarily correspond to those of my employer.

# Ancillary Copyright for Press Publishers

Act on Copyright and Related Rights (German: Urheberrechtsgesetz, UrhG)

Section 87f

Publishers of newspapers and magazines

- (1) The producer of a press product (publisher of newspapers and magazines) shall have the exclusive right to make the press product or parts thereof available to the public for commercial purposes, unless it consists of individual words or very short text excerpts. Where the press product has been produced within a company, the owner of the company shall be the producer.
- (2) A press product shall be the editorial and technical preparation of journalistic contributions in the context of a collection published periodically on any media under one title, which, following an assessment of the overall circumstances, can be regarded as largely typical for the publishing house and the overwhelming majority of which does not serve self-advertising purposes. Journalistic contributions are, more specifically, articles and illustrations which serve to disseminate information, form opinions or entertain.

[\[gesetze-im-internet.de\]](http://gesetze-im-internet.de)

## Remarks:

- ❑ Ancillary copyright is also called neighboring rights or related rights.
- ❑ The amendment has been passed into law in Germany effective August 2013.
- ❑ The clause “unless it consists of individual words or very short text excerpts” was not part of the original draft.
- ❑ In the pending case of collecting society VG Media vs. Google Inc., tried before the regional court of Berlin, the length of “very short” has been debated. In an arbitration at the German Patent and Trade Mark Office a maximum of 7 words was proposed as a threshold. The judge presiding over the case demanded a more “objective” scale, suggesting lengths of up to 20 words. [\[heise.de\]](http://heise.de)

Plaintiff demands as much as 11% of the defendant’s revenue resulting from the use of publishers’ texts.

The case is currently resting over a technicality: the draft of the law has not been submitted to review by the European Union, rendering its legal status doubtful. Questions regarding this issue have been submitted to the European Court of Justice. [\[berlin.de\]](http://berlin.de)

- ❑ A stricter law has been passed in Spain in 2015, causing the shutdown of the Spanish version of Google News. [\[boe.es\]](http://boe.es) [\[googleblog.com\]](http://googleblog.com)
- ❑ Meanwhile, the European Commission is debating an ancillary copyright for all of the member states of the European Union.

They asked the Joint Research Center (JRC) to carry out a study on whether ancillary copyright has any merits for market development. When the report did not turn out to be in favor of the law, it was not published in due course but had to be actively “leaked” via a FOIA request. [\[asktheu.org\]](http://asktheu.org)

# Ancillary Copyright for Press Publishers

## Arguments Pro Ancillary Copyright

“Unfair” use:

- ❑ Snippets on search results pages reuse text from the linked page
- ❑ Search engines display ads alongside organic search results
- ❑ Search engines earn money from third party content

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### Monopoly dependency:

- ❑ Publishers publish their content free of charge
- ❑ Publishers earn money from displaying ads alongside their content
- ❑ Publishers need to attract visitors to their content
- ❑ Publishers depend on information intermediaries for their traffic

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The Reuse Paradox: (coined by [Taraborelli 2015](#) when talking about Wikipedia Reuse)

- ❑ Snippets are query-biased, reusing text that matches the query
- ❑ Snippets may contain information relevant to the user’s information need
- ❑ A well-composed snippet may sufficiently answer a user’s need
- ❑ The user may choose not to visit a publisher’s web page

# Ancillary Copyright for Press Publishers

## Arguments **Con** Ancillary Copyright

Quid pro quo:

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Effective information society:

- ❑ Information society needs strong search technology
- ❑ Strong search technology requires an effective user interface
- ❑ User interfaces are most effective when employing snippets as preview

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- ❑ Even under ancillary copyright, Google would survive
- ❑ Entry barriers are erected for startups, and market disruption is foreclosed

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Principle of equal treatment:

- ❑ Publishers publish information relevant to readers' businesses
- ❑ If search engines have to pay a share of their revenue resulting from their use of news for snippets, so should companies who extract business intelligence

# Ancillary Copyright for Press Publishers

How to pick sides in a Clash of the Titans?

# Ancillary Copyright for Press Publishers

How to pick sides in a Clash of the Titans?



Image source: <https://mykaiju.com/godzilla-vs-mechagodzilla-3/>

Will they make sure not to step on anyone?

# Ancillary Copyright for Press Publishers

## How to pick sides in a Clash of the Titans?

For all their good intentions, both search engines and publishers are profit-seeking enterprises. They'll act accordingly.

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Attack tactics of news publishers:

- ❑ Lobbyism
- ❑ Propaganda (politicians of the pro faction openly asked for it to the applause of leading representatives of German news publishers [[uebermedien.de](http://uebermedien.de)])
- ❑ Clickbait (i.e., exploiting intermediaries by misusing them)

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Defense tactics of Google, representing the search industry:

- ❑ Lobbyism (apparently less effective)
- ❑ Funding / outreach: Google ~~Digital~~ News Initiative (Innovation Fund, AMP, ...)
- ❑ Technology?
- ❑ Withdrawal (neither ads nor snippets on Google News; asking for waivers from publishers [[googleblog.de](http://googleblog.de)]; shutdown if need be)



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## Remarks:

- ❑ Google News has been shut down in Spain.
- ❑ Google News now omits snippets worldwide, yet not on the main search engine's news facet:

Google News

Search: ancillary copyright

**Julia Reda-Led Panel Discussion Reveals – Publishers' Right Faces High Resistance From Academic Circles**  
Intellectual Property Watch · Jan 21, 2018

**Part 1 - Let the games begin: German IP law in the world of esports**  
Lexology · Jan 9, 2018

**#CopyrightWeek – EC Withholds © Evidence (Again)**  
CopyBuzz (press release) (blog) · Jan 17, 2018

Google

Search: ancillary copyright

All News Images Videos Shopping More Settings Tools

**Julia Reda-Led Panel Discussion Reveals – Publishers' Right Faces ...**  
Intellectual Property Watch · 21 Jan 2018  
With regard to the publishers' **ancillary** right, Stef van Gompel, Institute for Information, University of Amsterdam, argued that the rationale for creating neighbouring rights for publishers would not just be unnecessary. Instead, he argued that press publications enjoy a wide range of **copyright** protection as ...

**Part 1 - Let the games begin: German IP law in the world of esports**  
Lexology · 9 Jan 2018  
In this article, the first of two articles, we consider copyright and **ancillary copyright** and design rights. Look out for Part 2 covering the impact of trademarks, unfair competition and virtual domiciliary rights on MediaWrites next week. Growing numbers of viewers and rising profits are making esports ...

**#CopyrightWeek – EC Withholds © Evidence (Again)**  
CopyBuzz (press release) (blog) · 17 Jan 2018  
The study, which finds no benefit to introducing an EU-wide **ancillary copyright** – or press publishers' right as it was dubbed in Article 11 – was thus available to numerous EC officials involved in the internal discussions on the proposals and EC's Impact Assessment, well before the the official publication of ...

# Ancillary Copyright for Press Publishers

## Fleeing Forward

With the rise of deep learning technology, our ability to synthesize text has significantly improved.

Therefore, we raise the following research question:

Can query-biased snippets be automatically generated without reusing text from a retrieved web page?

Based on a working snippet synthesis the entire debate may be upended.

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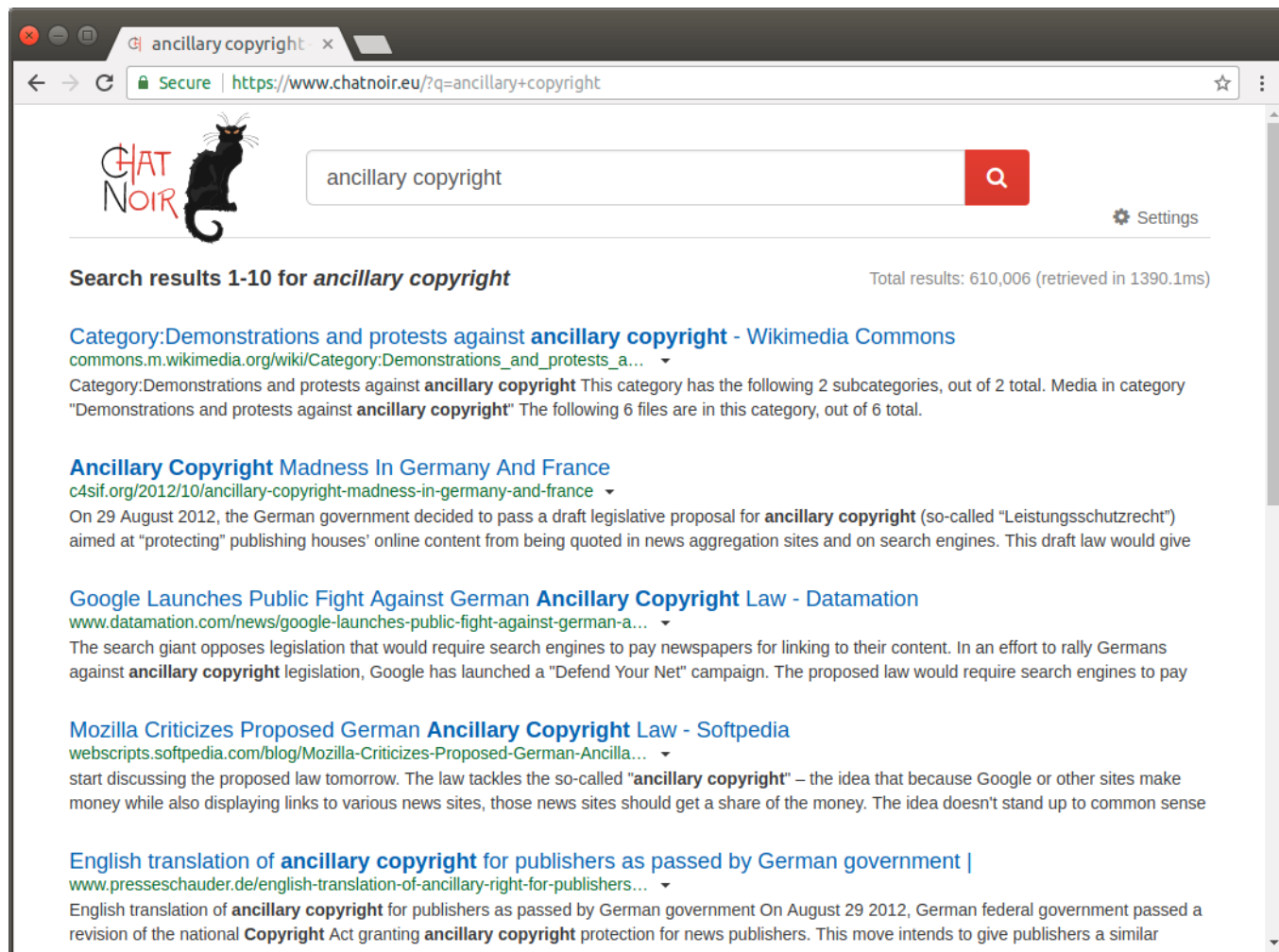
Based on a working snippet synthesis the entire debate may be upended.

Bootstrapping snippet synthesis in four steps:

1. Experimental environment for reproducible search engine research
2. User study on snippet preference: reuse snippets vs. paraphrased snippets
3. TL;DR corpus and challenge on summarization technology [\[tldr-challenge.github.io\]](https://tldr-challenge.github.io)
4. Snippet synthesis with deep generative models

# Bootstrapping Snippet Synthesis in Four Steps

## Step 1: Experimental Environment ChatNoir [ECIR 2018]



The screenshot shows a web browser window with the address bar displaying `https://www.chatnoir.eu/?q=ancillary+copyright`. The ChatNoir logo, featuring a black cat, is in the top left. A search bar contains the text "ancillary copyright" with a red search button to its right. A "Settings" link is in the top right. Below the search bar, the text "Search results 1-10 for ancillary copyright" is displayed, along with "Total results: 610,006 (retrieved in 1390.1ms)". The results list includes:

- Category: Demonstrations and protests against ancillary copyright - Wikimedia Commons**  
[commons.m.wikimedia.org/wiki/Category:Demonstrations\\_and\\_protests\\_a...](https://commons.m.wikimedia.org/wiki/Category:Demonstrations_and_protests_a...)  
Category: Demonstrations and protests against **ancillary copyright** This category has the following 2 subcategories, out of 2 total. Media in category "Demonstrations and protests against **ancillary copyright**" The following 6 files are in this category, out of 6 total.
- Ancillary Copyright Madness In Germany And France**  
[c4sif.org/2012/10/ancillary-copyright-madness-in-germany-and-france](https://c4sif.org/2012/10/ancillary-copyright-madness-in-germany-and-france)  
On 29 August 2012, the German government decided to pass a draft legislative proposal for **ancillary copyright** (so-called "Leistungsschutzrecht") aimed at "protecting" publishing houses' online content from being quoted in news aggregation sites and on search engines. This draft law would give
- Google Launches Public Fight Against German Ancillary Copyright Law - Datamation**  
[www.datamation.com/news/google-launches-public-fight-against-german-a...](https://www.datamation.com/news/google-launches-public-fight-against-german-a...)  
The search giant opposes legislation that would require search engines to pay newspapers for linking to their content. In an effort to rally Germans against **ancillary copyright** legislation, Google has launched a "Defend Your Net" campaign. The proposed law would require search engines to pay
- Mozilla Criticizes Proposed German Ancillary Copyright Law - Softpedia**  
[webscripts.softpedia.com/blog/Mozilla-Criticizes-Proposed-German-Ancilla...](https://webscripts.softpedia.com/blog/Mozilla-Criticizes-Proposed-German-Ancilla...)  
start discussing the proposed law tomorrow. The law tackles the so-called "**ancillary copyright**" – the idea that because Google or other sites make money while also displaying links to various news sites, those news sites should get a share of the money. The idea doesn't stand up to common sense
- English translation of ancillary copyright for publishers as passed by German government |**  
[www.presseschauder.de/english-translation-of-ancillary-right-for-publishers...](https://www.presseschauder.de/english-translation-of-ancillary-right-for-publishers...)  
English translation of **ancillary copyright** for publishers as passed by German government On August 29 2012, German federal government passed a revision of the national **Copyright Act** granting **ancillary copyright** protection for news publishers. This move intends to give publishers a similar

[[www.chatnoir.eu](https://www.chatnoir.eu)]

# Bootstrapping Snippet Synthesis in Four Steps

## Step 2: Snippet Generation User Study (submitted to SIGIR 2018)

How to turn reuse snippets into original ones: paraphrase them.

Paraphrasing technology is still in its infancy.

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Paraphrasing technology is still in its infancy.

We designed a user study to answer the following questions:

- ❑ Which kind of snippet do users prefer in a direct comparison?
- ❑ How does snippet originality affect click-through on relevant results?

Using TREC topics from the web tracks, we obtain reuse snippets for relevant and non-relevant documents from Google, and original snippets by recruiting workers from Amazon's Mechanical Turk to paraphrase them.

We also conduct control experiment to verify that workers understand the respective tasks and are capable of solving it.

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We also conduct control experiment to verify that workers understand the respective tasks and are capable of solving it.

A careful statistical analysis reveals:

- ❑ Users do not prefer either kind of snippet, nor fail to spot relevant results.
- ❑ Users to prefer high-quality snippets over low-quality ones.



# Bootstrapping Snippet Synthesis in Four Steps

## Step 3: TL;DR Corpus and Challenge [\[NewSum 2017\]](#)

A snippet generator that produces original texts based on arbitrary web pages and queries needs to be trained with a high topic diversity.

Yet, existing document summarization corpora are seasoned and almost exclusively from the news domain. The largest one available: English Gigaword; 4 million units.

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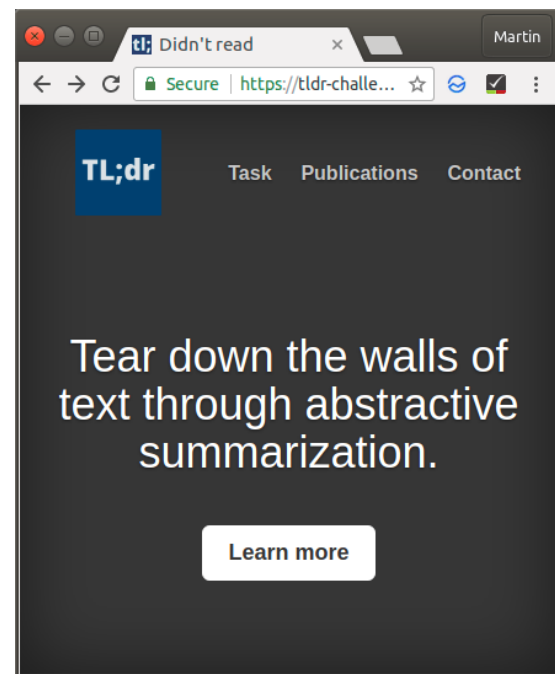
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Yet, existing document summarization corpora are seasoned and almost exclusively from the news domain. The largest one available: English Gigaword; 4 million units.

We have identified a news source of summary ground truth: TL;DR on social media. Mining Reddit, we compiled a corpus of 4 million post-summary

To foster the development of new deep generative summarization technology, we organize the TL;DR challenge, a shared task competition.

Pending application at SemEval 2019.



# Bootstrapping Snippet Synthesis in Four Steps

## Step 4: Connecting the dots...

Key to building snippet synthesis technology are training data.

We identify two sources of data:

1. Text-summary-pairs from summarization corpora.
2. TL;DR summaries mined from Reddit.

Matching queries are extracted from the aforementioned texts.

To obtain a suitable ground truth for testing, we ask workers recruited at Amazon's Mechanical Turk to paraphrase Google reuse snippets for documents judged relevant to TREC topics.

Using deep generative models, we bootstrap snippet synthesis.

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**Thank you for your attention!**