

Copyright and Multimedia Products

A Comparative Analysis

Multimedia products have recently experienced tremendous market success. Yet too often they are given inadequate protection under existing national and international copyright schemes. Irini Stamatoudi provides one of the first comprehensive, comparative treatments of multimedia works and copyright protection in this clear and concise volume. A detailed introduction outlines the nature of multimedia works, as well as the scope of existing legislation; separate chapters consider collections and compilations, databases, audiovisual works and computer programs (video games are here treated as a 'test case'). Stamatoudi then analyses issues of qualification and regimes of protection, and offers a model for a European legislative solution.

Copyright and Multimedia Products will interest academics and students, as well as practitioners and copyright policy makers.

IRINI A. STAMATOUDI, Faculty of Law, University of Leicester



Cambridge Studies in Intellectual Property Rights

Series editor Professor William R. Cornish, University of Cambridge

Advisory editors
Professor François Dessemontet, University of Lausanne
Professor Paul Goldstein, Stanford University
The Hon. Sir Robin Jacob, The High Court, England and Wales

As its economic potential has expanded rapidly, intellectual property has become a subject of front-rank legal importance. *Cambridge Studies in Intellectual Property Rights* is a series of monograph studies of major current issues in intellectual property. Each volume will contain a mix of international, European, comparative and national law, making this a highly significant series for practitioners, judges and academic researchers in many countries.



Copyright and Multimedia Products

A Comparative Analysis

Irini A. Stamatoudi





PUBLISHED BY THE PRESS SYNDICATE OF THE UNIVERSITY OF CAMBRIDGE The Pitt Building, Trumpington Street, Cambridge, United Kingdom

CAMBRIDGE UNIVERSITY PRESS
The Edinburgh Building, Cambridge CB2 2RU, UK
40 West 20th Street, New York, NY 10011-4211, USA
10 Stamford Road, Oakleigh, VIC 3166, Australia
Ruiz de Alarcón 13, 28014 Madrid, Spain
Dock House, The Waterfront, Cape Town 8001, South Africa

http://www.cambridge.org

© Irini A. Stamatoudi 2002

This book is in copyright. Subject to statutory exception and to the provisions of relevant collective licensing agreements, no reproduction of any part may take place without the written permission of Cambridge University Press.

First published 2002

Printed in the United Kingdom at the University Press, Cambridge

Typeface Plantin 10/12 pt. System LATEX $2_{\mathcal{E}}$ [TB]

A catalogue record for this book is available from the British Library

Library of Congress Cataloguing in Publication Data

Stamatoudi, Irini A.

Copyright and multimedia products: a comparative analysis / Irini A. Stamatoudi.

p. cm. – (Cambridge studies in intellectual property rights)

Includes bibliographical references and index.

ISBN 0 521 80819 7 (HB)

Copyright.
 Copyright and electronic data processing.
 Multimedia systems – Law and legislation.
 Audio-visual materials – Law and legislation.
 Intellectual property.
 Title.
 Series.

K1441.S73 2001

346.04'82-dc21 2001025805

ISBN 0 521 80819 7 hardback



To the memory of my grandfather, Kostas



Contents

Acknowledgments List of abbreviations			page xi
Li	n oj uc	oreotations	AII
	Intro	duction	1
1	Placing multimedia products within the scope of copyright		
	1.1	General introductory comments	3
	1.2	History of copyright and redefinition of the term	6
	1.3	The choice between patent and copyright protection	10
	1.4	Notions relating to multimedia	14
2	The scope of multimedia works		16
	2.1	Definition of multimedia works	16
	2.2	Layers of protection	26
	2.3	Project participants in the creation of a multimedia product	32
	2.4		
	CO	ppyright works	36
3	Traditional literary works		
	3.1	Literary works as works of language	42
		Depurification of copyright	45
		Fixation of literary works	63
	3.4	Multimedia products and traditional literary works	64
4	Collections and compilations		
	4.1	Traditional approaches to collections and compilations	71
	4.2		79
	4.3		
	m	aultimedia works	80
5	Databases		88
	5.1	The database framework	88
	5.2	Beyond copyright	94
	5.3	Multimedia products as databases	96
6	Audi	ovisual works	104
	6.1	'Audiovisual works' as a generic term	104

ix



Contents		
6.2 Composite characteristics of audiovisual works6.3 A comparison between audiovisual works and literary works,	111	
	116	
<u> </u>	119 126	
	120	
of audiovisual works	146	
Computer programs		
7.1 A multimedia work as a computer program	152	
7.2 Multimedia works and the regime of protection for		
	157	
7.3 Summing up	164	
Video games as a test case	166	
8.1 Video games as multimedia works	166	
8.2 The case-law on video games	167	
<u>e</u>	179	
8.4 Conclusions	184	
Multimedia products and existing categories		
of copyright works		
9.1 Originality and qualification for copyright protection	186	
9.2 Qualification of multimedia works according to the type of		
co-operation of the contributors (the French paradigm)	196	
•	203	
9.4 A hybrid product in need of a <i>sun generis</i> copyright classification	206	
A regime of protection for multimedia products		
10.1 A copyright regime for multimedia products	211	
10.2 A 'database-style' sui generis regime of protection for		
•	249	
10.3 Collective administration and unfair competition law	256	
Conclusions	270	
11.1 A regime of protection for multimedia products: a mixture of the		
regime for films and the <i>sui generis</i> right for databases		
11.2 Wider implications for copyright	276	
stscript	282	
Bibliography		
Index		
	6.2 Composite characteristics of audiovisual works 6.3 A comparison between audiovisual works and literary works, compilations, databases and computer programs 6.4 Distinctive features of the regime of protection of audiovisual works 6.5 Multimedia works as audiovisual works 6.6 Multimedia products and the regime of protection of audiovisual works Computer programs 7.1 A multimedia work as a computer program 7.2 Multimedia works and the regime of protection for computer programs 7.3 Summing up Video games as a test case 8.1 Video games as multimedia works 8.2 The case-law on video games 8.3 Video games as a model for other multimedia works 8.4 Conclusions Multimedia products and existing categories of copyright works 9.1 Originality and qualification for copyright protection 9.2 Qualification of multimedia works according to the type of co-operation of the contributors (the French paradigm) 9.3 Qualification of multimedia works according to their nature 9.4 A hybrid product in need of a sui generis copyright classification A regime of protection for multimedia products 10.1 A copyright regime for multimedia products 10.2 A 'database-style' sui generis regime of protection for multimedia products 10.3 Collective administration and unfair competition law Conclusions 11.1 A regime of protection for multimedia products: a mixture of the regime for films and the sui generis right for databases 11.2 Wider implications for copyright	



Acknowledgments

This book became possible thanks to financial support from the University of Leicester and the Training and Mobility of Researchers Marie Curie Programme of the Commission of the European Union.

The comparative research for this project was conducted in the libraries of the universities of a number of European countries, as well as in the USA. Most significantly I am grateful for the hospitality which I received at the University of Athens, the University of Oxford, the Institute of Advanced Legal Studies, Leuven University in Belgium, George Washington University and Georgetown University in Washington, the Library of Congress, the Max-Planck-Institut in Munich and in WIPO in Geneva. Special thanks in this respect are due to Mr Woodliffe, Dean of the Faculty of Law at the University of Leicester. I would particularly like to thank him not only for financial support in order for this research to be conducted in the most comprehensive way possible, but also for his moral support during my stay in Leicester.

I would also like to acknowledge the assistance which I received from Ms Sue Smith of the library of the University of Leicester in tracking down even the most untraceable documents in the area and from Ms Wendy Addison in preparing the final version of the manuscript.

I would like to thank all the people who devoted time to talk to me on the topic of multimedia and especially Professor A. Dietz, Dr M. Ficsor and Professor A. Strowel. I am also deeply indebted to Professor John N. Adams and Professor Hector MacQueen for their detailed and helpful comments on an earlier version of the manuscript.

Special thanks are also due to Professor G. Koumantos, whose inspiring example made me aim for a career in intellectual property, to Professor A. Chiotellis for allowing me to start achieving that aim by working with him and for helping me to choose the subject of my current research, and to Professor W. R. Cornish, the editor of the Cambridge Studies in Intellectual Property Rights series, for his continued encouragement.



xii Acknowledgments

Most importantly, I would like to thank Paul Torremans. I really appreciated his sharp comments, encouragement and patience when discussing the finer details of this project.

It would be a significant oversight if I did not mention the one person who assisted me most both morally and intellectually, in bringing this project to an end. Professor M. Stathopoulos taught me how to think legally and dialectically, analyse legal problems and pursue my ideas. It was he who introduced me to academia.

Last, but not least, I would like to thank my parents and my sister for making it possible for me to pursue my dreams. I can never thank them enough.

The law is stated as at 1 April 2001.



Abbreviations

AFTEL Association Française de la Télématique

Multimédia

AIDAA Association Internationale des Auteurs

de l'Audiovisuel

ALAI Association Littéraire et Artistique Internationale

All ER All England Law Reports

ASLIB Association of Special Libraries and Information

Bureaux

Ass. Plén Assemblée Plénière

ATRIP Association for the Advancement of Teaching and

Research in Intellectual Property

BGHZ Entscheidungen des Bundesgerichtshof in

Zivilsachen

CA Cour d'Appel

Cass. Ass. Plén. Cassation Assemblée Plénière

Cass. Fr. Cassation Française

Cass. Cour de cassation (Supreme Court)
CERDI Centre d'Etudes et de Recherche en Droit

de l'Informatique de l'Université Paris Sud

cess. cessation

CDPA 1988 Copyright, Designs and Patents Act 1988

Ch Law Reports. Chancery

(alternative title: Chancery Reports)

Cir. Circuit
Civ. Civil

CMLR Common Market Law Reports
CML Rev Common Market Law Review

Col LR Columbia Law Review

concl. conclusions

CR Computer und Recht

D. Dalloz

DA Dalloz Analytique

xiii



xiv List of abbreviations

DB Der Betrieb

D.C. Cir. District of Columbia Circuit
DEE Dikaio Epihirisseon ke Etarion

DG Directorate General of the European Commission

D. Mass. District of Massachusetts
D. Neb. District of Nebraska
D. Somm. Recueil Dalloz Sommaires
Doc. Parl. Document of the Parliament

Dr. Inform. Droit de l'Informatique et des Télécoms

EC European Community
ECJ European Court of Justice

ECLR European Competition Law Review

ECR Reports of Cases before the Court of Justice and the

Court of First Instance (Alternative title: European

Court Reports)

EIPR European Intellectual Property Review

EL Rev European Law Review
Ent LR Entertainment Law Review

EU European Union F Federal Reporter

F 2d Federal Reporter, Second Series

F Supp Federal Supplement FSR Fleet Street Reports FT Financial Times

GATT General Agreement on Tariffs and Trade

Gaz Pal Gazette du Palais

GRUR Gewerblicher Rechtsschutz und Urheberrecht GRUR Int Gewerblicher Rechtsschutz und Urheberrecht

Internationaler Teil

HMSO Her Majesty's Stationery Office
HR Rep House of Representatives Report
ICC International Chamber of Commerce

IIC International Review of Industrial Property and

Copyright Law

IJLIT International Journal of Law and Information

Technology

Ing. Cons. Revue de Droit Intellectuel – L'Ingénieur-Conseil

IPQ Intellectual Property Quarterly IPR Intellectual Property Reporter

IRDI Intellectuele Rechten – Droits Intellectuels

ITR International Trade Reporter

JCP Juris-classeur périodique (La Semaine Juridique),

édition G, parties jurisprudence



List of abbreviations xv

JT Journal des Tribunaux

LJOS Law Journal Reports (old series, nineteenth

century)

LQR Law Quarterly Review LR Eq Law Reports – Equity

LT Law Times

MLR Modern Law Review

N.D. North Dakota Supreme Court Reports

(1890-1953)

OJ Official Journal of the European Community

Pas. Pasicrisie

Qd R Queensland Reports

Rec. Sirey Recueil Sirey

RIDA Revue Internationale du Droit d'Auteur

RPC Reports of Patent Cases

SACEM Société des Auteurs, Compositeurs et Editeurs

de Musique

S Ct West's Supreme Court Reporter SDNY Southern District of New York

SI Statutory Instrument SO Session ordinaire

TGI Tribunal de Grande Instance

TRIPs Trade Related aspects of Intellectual Property

UFITA Archiv für Urheber-, Film-, Funk- und

Theaterrecht

UNSW Law Jo University of New South Wales Law Journal

USC United States Code

US CAN US Code Congressional and Administrative News

USPQ United States Patent Quarterly

Vand LR Vanderbilt Law Review

VARA (United States) Visual Artists Rights' Act

WCT WIPO Copyright Treaty

WIPO World Intellectual Property Organization
WPPT WIPO Performances and Phonograms Treaty

WLR Weekly Law Reports

ZUM Zeitschrift für Urheber- und Medienrecht