

## **Regulating Copyright Metadata: Creating Incentives for Efficient Digital Intellectual Property Management.**

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Rights management information (RMI) is metadata attached to copyright works, which provides information about intellectual property such as the title of the work, the author, the copyright owner, and also the conditions (if any) for using the work. In this paper I propose that copyright legislation should promote the creation and use of RMI, this will create market efficiencies that benefits consumers, authors and copyright holders.

The first part discusses the definition, classification and functions of metadata. This technical characterization shows the role of metadata in digital information management. I move to analyse rights management information, its definitions, origins and rationale. The second part discusses the legal protection for metadata integrity. In 1996 the WIPO Copyright Treaty (WCT) and the WIPO Performances and Phonograms Treaty (WPPT) established the first international agreement protecting the integrity of RMI. I examine the justification for this new set of rights. RMI is based on the premise of protecting and promoting the economic exploitation of copyrighted works in the digital environment. The third part explores digital infrastructures that governments, copyright holders and other stakeholders are creating for the management of copyright metadata, such as copyright registries, databases and digital rights management systems. I analyse the impact of these infrastructures for solving problems such as orphan works, anticompetitive practices, and piracy. Finally, I suggest normative incentives for the creation of RMI focusing on New Zealand's current legal framework.

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