Greetings from Otava

Hanna Kokkonen
Belgrade 2015
Otava Publishing Company is the biggest book publisher in Finland

Otava do publish about 750 new titles per year. Half of them are from Otava Education.

Book sales: about 5,5 million books per year.

There are about 170 people working for Otava.

Otava gets about 2 000 manuscripts yearly. Mainly fiction.

Turnover in 2014 was about 51 million euros.

We have about 450 active authors working with Learning Content.
Fiction: Finnish and translated
What do we do in Publishing?

• Educational material for pre-school, grades 1-9, upper secondary school and vocational education
• History in print, future in print and digital learning materials
• Digital content for teachers (over 95% of all teachers materials are digital already)
• Digital content for all devices, used with modern browsers (html5, java)
• Digital textbooks for all subjects in upper secondary school
• Developing digital content for grades 1-9
• Piloting and developing digital excercises
Otava Publishing Company, Education
Current questions regarding copyright

National Core Curriculum reform 2016 for pre-primary and basic education and upper secondary schools,

New series, new permissions
• Applying, handling and saving the permissions (texts, photos, illustrations, cooperation...)
• Organizing and governing copyright issues

Targets
• Non-recurrent compensations, payment in full
• Usage in whole product family (textbook, digital textbook, workbook, teacher’s presentation material)
• View, search and find the permissions
## Copyrights

<table>
<thead>
<tr>
<th>TEXT</th>
<th>COPYRIGHT</th>
<th>TYPE OF LICENCE</th>
<th>VALIDITY</th>
<th>CONTACT INFORMATION</th>
<th>DATE</th>
<th>ANSWER</th>
<th>COMPENSATION</th>
<th>INVOICE</th>
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<tbody>
<tr>
<td>Stealing the Scream, s. 21</td>
<td>An extract from Stealing The Scream - the Hunt for a Missing Masterpiece by Edward Dolnick</td>
<td>S: 21</td>
<td>2.8.2013-31.3.2017</td>
<td><a href="mailto:info@iconbooks.net">info@iconbooks.net</a>; <a href="mailto:Stacey.croft@iconbooks.net">Stacey.croft@iconbooks.net</a></td>
<td>2.8.2013 ja lapa jatkettu 3.2.2014</td>
<td>Hanna Kokkonen</td>
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<td>Incident, s. 28</td>
<td>Countee Cullen</td>
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<td>I have a Dream, s. 38-39</td>
<td>Reprinted by arrangement with The Heirs to the Estate of Martin Luther King Jr., c/o Writers House, as agent for the proprietor New York, NY.</td>
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Solution: M-Files information management

• Save, edit, search and share documents and permissions

• Add and save files directly from e-mail and files (works with Microsoft Office programs and Outlook e-mail)

• Metadata-driven approach enables to find and govern the permissions

• The implementation of the new system in April 2015

• http://www.m-files.com/en/tour > Save
### Nimetön

Lukija: 01 Sopimus  
Sopimustyyppi: 12 Tekstisopimus  
Sopimuksen tarkemmat tiedot (esim. palkka): ---  
Tuo: 01K - Aisa. Aidinkieltä ammattin opiskeluvale  
Vastuuhenkilö: Hanna Kokkonen  

### Muut tietokohdetut

- Luokittaa: Näkymä
- Minulla muokattavana: Näkymä
- Minulla muokattavana: Näkymä
- Palauta: Näkymä
- Suositut: Näkymä
- Työkaluklukkan ja tiloittaa: Näkymä
- Askettaa käyttämäsi: Näkymä
- Askeletin muokkaamani: Näkymä

### Kaikki kuljetettavat

- Full control for all internal users
- Sopimus
- Valmistella

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### Valintatarkastelu

- Avaa muokattavaksi
- Palauta muokkauksusta valittavasti
Thank you!
Further information

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• Kopiosto pays compensation for copyright organisations and publishers about 3,4 million per year

• Ministry of Education and Culture,
  http://www.minedu.fi/OPM/Koulutus/?lang=en

• Education system in Finland,
  http://www.minedu.fi/OPM/Koulutus/koulutusjaerjestelmae/?lang=en