

Unit 12.3 Copyright Management

As always, I start with a question. What is copyright infringement?

Copyright infringement occurs when someone uses any of the protected copyrighted work without authorization from the original owner.

That means, you should not simply download your favorite Datuk Siti Nurhaliza song's and use it freely on your blog.

It seems that everything is no, no and no. So where is the yes's?

Here comes the term fair use. What is fair use? Fair use allows you to do any of the followings, among others:

1. Using the copyrighted work for your nonprofit purpose, not commercial |
2. Using just small amount of the work, not entirely.

In this burgeoning era of Internet, we need to manage copyright issues.

Here come Digital rights management (DRM). DRM uses digital technologies to manage intellectual property (IP).

Nowadays DRM manage digitally copyrights of e-books, novels, literature, songs and video.

Moreover, in the US, the Digital Millennium Copyright Act (DMCA) 1998 also cover the interest of digital media professional like you and me.

One creative way to protect your digital media is using digital watermark.

Let say you have captured a lovely scenery of Kinabalu Mountain in Sabah, Malaysia.

So, before you upload it to your blog or Facebook or Instagram account, apply digital watermark.

You can use online watermarking service such as watermark.ws or umarkonline.com. It is as simple as ABC.

Just upload your photo. Type in your name as the owner of the photo. Tada! Your photo with watermark text is ready!

In summary, Digital Right Management is an effective way to prevent issues pertain to copyright violation.