

## **Content Guidelines for Online Presentations**

A presentation made during an online academic conference is assumed to, under Japanese copyright law, constitute a “public transmission” (specifically, a retransmission made via automatic public transmission).

Understand that the copyright for any content shared during an online presentation as a part of this event is retained by the broadcasting individual. Should shared content infringe upon the rights or interests of any third party, responsibility rests solely with the broadcasting individual.

Understand that adherence to the guidelines outlined here does not guarantee that your presentation will be free from any potential copyright infringement, nor does failure to adhere to the guidelines imply that you are certain to face a copyright infringement claim. Bearing the above points in mind, we ask that you refer to these guidelines, along with your best judgment, when preparing any and all materials (“content”) to be shared as part of your presentation.

(1) In general, no music is to be used during any presentation.

- In cases where it is essential to the integrity of your presentation, music may be used, but only after obtaining all necessary authorization from the rightsholders of any relevant copyrights or neighboring rights, and only after properly demonstrating to the event organizer or specified contact that said authorization has been obtained.

- \* Note that even music publicly posted on the Internet and labeled as “copyright free” may not in fact provide sufficient evidence of authorization for all relevant copyrights and neighboring rights. Therefore, we ask that even “copyright free” music not be used in presentations unless deemed essential and verified with the event organizer as outlined above.

(2) Do not display photographs or video clips in which third parties appear.

- \* Note that even photos and video clips publicly posted on the Internet and labeled as “copyright free” may not in fact provide sufficient evidence of authorization for all relevant copyrights and neighboring rights. Therefore, we ask that even “copyright free” content not be used in presentations.

(3) In particular, do not under any circumstances display photographs or video clips, even

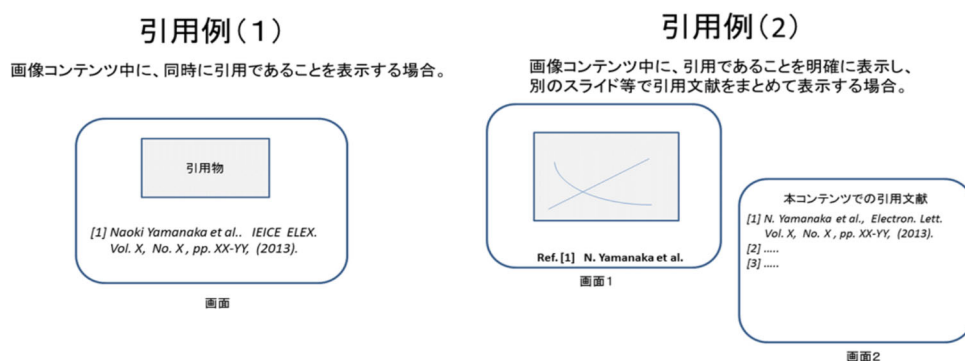
those taken yourself, that show works of art, celebrity likenesses, movie scenes, or religious sites such as Shinto shrines or Buddhist temples.

- The distribution of photos and video clips of Buddhist temples and other such sites is likely to be subject to licensing agreements based on ownership or land management rights. Rightsholders for these types of sites tend to be particularly vocal about online distribution of materials depicting the sites.
- Understand that celebrities may have publicity rights over use of their likeness in a public setting.
- For professionally shot movies, understand that it is extremely unlikely that you will be able to secure authorization even if you approach the rightsholders.

(4) When citing an existing work, follow the “three tenets of appropriate citations,” which are listed below.

- A clear distinction must be maintained between the portion being cited and the entirety of the work.
- A citation must be clearly distinguishable as lesser than the original work, in terms of both scope and quality.
- Sources must be clearly attributed according to established best practices.

*\* Reference: Best Practices for Attributing a Source*



*Source: The Institute of Electronics, Information and Communication Engineers*

Attribution Example #1

Presenting cited material and an appropriate attribution on the same slide.

Cited Material

Content of Slide

--

## Attribution Example #2

Presenting cited material and indicating that it is a citation on one slide, then providing more thorough attributions on a later slide.

### Content of Slide #1

#### Citations That Appear in This Presentation

### Content of Slide #2

(5) Take care when directly citing figures and tables in published books. Unlike academic papers, the rights surrounding their use may be quite complicated.

Understand that figures and tables are often prepared by the publisher, and thus in many cases, copyright for these elements is retained not by the author but the publisher itself. Authorization obtained from the author of a text may only apply to the text and not cover use or distribution of figures, tables, and other elements found within the book.

(6) Book covers and illustrations should be used only after contacting the relevant publisher. Carefully adhere to the publisher's stipulations about their use.

(7) Note that even when you appear to be citing a single work, the rights situation may be much more complicated. For example, when citing from a compilation of literary classics, even a relatively brief quote from a work of significant merit could be construed as greater than the text in which it appears, as not only size but quality of citation is taken into account. In such situations, it is necessary to obtain authorization from *all* relevant rightsholders—not just the rightsholder for the compilation, but the rightsholder for the literary classic, too.

Caution: Copyright for any video content shared as a part of this event is retained by the broadcasting individual. Should shared content infringe upon the rights or interests of any third party, responsibility rests solely with the broadcasting individual.

Acknowledgment: These guidelines were prepared with reference to similar guidelines set forth by the Institute of Electronics, Information and Communication Engineers and The Japanese Society of Cultural Anthropology. We would like to express our deep appreciation for the support provided by these two organizations.