

On legislating for Access and Public Outreach of Art and Music Sæmund Fiskvik

Does technology drive the access to arts in the media age?

Indeed it does; The technological drive is even more important than the commercial drive. The commercial forces have got a certain tendency to protect existing and old business models.

Traditional archives and museums for the national heritage of art are now being digitized. Included here will be literature, music and even fine arts like painting and sculpture. These digitized archives will be pave their way through Internet to the citizens. Nothing can hinder public access to national heritage of arts.

Access means streaming. The pricing may be disputed, since works protected by copyright rules should be individually remunerated for all usage. However, the national cultural heritage should mainly be made accessible for free. How?

For establishing this fine balance between commercial services and national services for free, basic copyright rules must be modernized, and some revenues must be paid collectively by cultural authorities.