

Specification of Competency Standards
for the Printing & Publishing Industry
Unit of Competency

Functional Area - Management

Title	Analyse and integrate actual trade situations in copyright market to formulate and drive copyright business strategy
Code	111082L5
Range	This Unit of Competency (UoC) is applicable to editorial personnel in charge of management tasks. Practitioners should be able to manage copyright licensing and assignment contracts by making good use of copyright knowledge and contract writing skills. Through information from various media and channels, grasp the actual trade situations regarding copyright licensing and assignments to facilitate the transfer of rights to a licensee, or from a licensor.
Level	5
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand information on the actual market situation regarding copyright licensing or assignments Master the skills of licensing book rights or manufacturing rights of products to licensees</p> <ul style="list-style-type: none"> Understand the key observations to make when attending overseas book fairs; gain insights into the actual sales performance of the publisher's bestselling titles through meetings; refer to recommended book lists from the publishers Acquire international book release information through various channels and platforms, including but not limited to news on bestselling book in international book magazines and on book websites Grasp the bestselling book charts and hot topics in various countries Analyse and integrate bestseller information, search for and introduce similar publications from abroad Grasp the news and other information on international bestsellers <p>2. Analyse and integrate market information of copyright licensing and assignments from the perspective of the publisher's management, so as to facilitate copyright deals that are favourable to the publisher</p> <ul style="list-style-type: none"> Screen, verify and identify market information related to copyright licensing and assignments Proficiently use negotiation skills to facilitate copyright deals with the most favourable terms for the publisher Formulate strategies as copyright licensee and licensor to align with the needs of the publisher Maintain good relationship with copyright agents worldwide <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> Respect the taxation systems and regulations on copyright in various countries; respect the spirit of copyright contracts and the rights of all parties
Assessment Criteria	<p>The integrated performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> Capable to collect and select useful market information on copyright licensing and assignments in respect of publishing management, so as to facilitate copyright deals as a licensee or licensor; and Capable to formulate copyright licensing strategy (both as licensee and licensor) that align with publisher's needs

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Remark	
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