



Open Rights Group submission to the IPO Call for Evidence on 2014 Copyright changes

**This submission addresses Group 2: Other Copyright Exceptions - Copyright exception for parody, caricature and pastiche**

We have gathered evidence from a range of content creators, all of which have used and benefited from this exception in the last 5 years:

- **Charities and non-profit organisations have used the parody exception to develop compelling visual campaigns (both static and video) and calls to action.** This has enabled organisations to raise awareness of a cause, campaign for companies to advertise ethically and fundraise for ongoing charitable work.

One organisation that used Disney characters to demonstrate the effect of deforestation in a campaign said; *“It provided an instantly recognisable motif, which we would not have been able to do without the exemption. Very much black humour, but it resonated.”*

Another organisation working on a campaign calling on UK tea brands to disclose their suppliers to support better conditions on tea estates in Assam, India stated; *“The parody exception allowed us to create a visual artwork which connected the cause with the brand.”*

The exception has also enabled Open Rights Group to use parody in our work in this way. We have found that people connect most strongly to our campaigns which use parody, caricature and pastiche, and this in turn has increased their reach and effectiveness.

- **One organisation informed us that they cited the parody exception when training activists and volunteers to campaign themselves** on issues such as climate change, youth rights and overseas aid. They said: *“Citing the law meant that I knew I wasn't getting my NGO in trouble by encouraging the young volunteers to think about how they could incorporate popular culture into the content they were creating.”*
- **Content creators have used the parody exception in a range of ways to enhance their work.**

One writer and artist informed us that they rely on the exception to create and publish anime spin-off stories. Their parody work includes expanding universes and lore, inserting their own characters into existing anime series, exploring possibilities that series don't touch on and inventing stories for their characters through involving them

in worlds created by others. The author said that they do this *“just for the love of it and fun”* and that *“it’s helped me be able to express myself as an artist and able to share my interests with others who share those interests with me.”*

Echoing this use of the exception to build community, another parodist simply said, *“With the exception I was able to make funny memes to make people smile.”*

- **Use of the parody exception has empowered emerging artists, both creatively and economically.**

The anime parodist quoted above stated: *“Parody inspires endless creativity within the new artists of the younger generation and has really helped with those especially struggling with depression or anxiety or loneliness. Being able to have the right to parody is often a guiding first step that helps people like me towards their own original works in the future. Everyone starts somewhere and parody caricature and pastiche is a starting point for a lot of young people today, whether they are writers or artists.”*

The well-known video mash-up creator Cassetteboy further said: *“The exception has let me turn a hobby into a career. The right to parody led directly to commissions from the BBC, The Guardian, ITV, Sky and others. The stability in my employment that the right to parody has enabled has also allowed me to sell my work abroad, notably in the form of commissions in the US.”*

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