

This guide should be supplemented by contacting the relevant copyright agencies.

Copyright is a property right existing in written and artistic works that is automatically created along with the work. The holder of the copyright has the exclusive right to copy the work, and anyone else who does so without permission may face a high financial penalty. A media monitoring organisation (MMO) enters into licensing arrangements in order to make lawful copies of newspaper and magazine content on behalf of their clients.

Press & Publications

In broad terms, the Newspaper Licensing Agency (NLA) manages copyright for the UK national and regional press, and the Copyright Licensing Agency (CLA) manages copyright for the magazine and trade press. However there are titles that do not fall under the NLA or CLA, and who operate their own licensing schemes, such as FT.com.

When you begin a media monitoring service, your MMO is obliged to pass on contact details for a representative at your organisation, along with details of your service, to the licensing agencies as part of a monthly/quarterly return. The NLA and CLA may then contact you directly to discuss your licence obligations.

Please see the links at the bottom of the page for further information and licence tariffs for the NLA and the CLA.

Hard copy delivery

Copyright fees are paid to the relevant licensing agencies by MMOs for each hard copy printed article or photocopy it produces on your organisation's behalf, and for each fax copy it sends on your behalf.

If your MMO carries out all copying and distribution of copies on your behalf, you are not obliged to hold an NLA/CLA licence.

If you wish to make additional copies (including photocopying and faxing) you are required to take out an appropriate licence with the relevant copyright licensing agencies.

Digital delivery

Copyright fees are paid by MMOs for the delivery of the first copy of an article to an organisation, via an electronic service, to a single user. Access to the articles is facilitated by provision of a link embedded within one of the following delivery options:

- Email
- PCA hosted web portal
- XML feed

The links provided are all secured by means of a username and password; each individual accessing the content must have their own username and password registered with the MMO. The links remain active for a period of 28 days from the date they are made available. Please note, access to NLA digital coverage for up to 12 months can be arranged on request.

You do not require a licence with the NLA if there is only a single electronic user within your organisation accessing the digital cuttings. This single user may only read the content on screen and then it must be deleted.

You do not require a licence with the CLA if there is only a single electronic user within your organisation who accesses the digital cuttings only once. This single user may print out one paper copy only which may not itself be copied further.

If there is more than one electronic user with access to the content or you wish to make paper copies of the clippings provided you are obliged to obtain a licence with the relevant licensing agencies.

If you need to do more than this, for example, place content on an intranet site, you must ensure that the NLA and CLA are aware and take out an appropriate licence to cover these activities.

A MMO has certain terms of supply which are compliant with the licensing agencies, for both hard copy and electronic delivery to clients – these are included in our terms and conditions:

- Clients must not make unlicensed copies of clippings or further distribute clippings or copies supplied by a MMO
- Clients may not remove the copyright notice from clippings
- Clients may not use e-fax software (i.e. send/receive faxes on screen)
- Access to a MMO hosted website is only allowed by permitted users
- All clients must hold an appropriate NLA/CLA licence where necessary
- Clients may not digitally store clippings or create a digital archive
- On request, clients must supply the MMO with a statement confirming the number of permitted users
- Clients must destroy all copies of material which are subject to a withdrawal notice

The Newspaper Licensing Agency Limited
7-9 Church Road, Wellington Gate, Tunbridge Wells TN11 1NI
Telephone: 01892 525 273 Fax: 01892 525 275
Email: copy@nla.co.uk Web: www.nla.co.uk/



The Copyright Licensing Agency Limited
Saffron House, 6-10 Kirby Street, London EC1N 8TS
Telephone: 020 7400 3100 Fax: 020 7400 3101
Email: cla@cla.co.uk Web: www.cla.co.uk/



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PLEASE NOTE: From January 2010, any organisation that supplies or receives NLA newspaper website content, including links to newspaper websites, will be subject to NLA licensing. Please apply these guidelines to this content also.

Trials

MMOs have limitations placed on them by the NLA and the CLA in relation to the trial of media monitoring services.

A trial may run for no more than one month and coverage sent to no more than five recipients.

Withdrawal of items

You are obligated to destroy any copies of clippings supplied to you or made by you that your MMO informs you have been withdrawn by the publisher.

Broadcast Channels and Newswires

Copyright fees for coverage supplied from broadcast channels and newswires are paid by Precise at source. This enables clients to view coverage without the need to obtain a further licence. Any further use or external distribution is not permitted and would require the client to contact the relevant content provider directly.

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Contact: your account management team:
Tel +44 (0)20 3301 4490 info@precise.co.uk

Important information concerning copyright licences

It is our responsibility to provide the following information to all recipients of digital coverage from the UK national and regional press, on behalf of the NLA.

If you register to receive electronic press cuttings, you will be provided with full access to our online press cuttings service (the content for which is supplied by NLA eClips), for a trial period of 28 days.

What you need to do now:

- **If you do not already have an NLA licence:**

Should you wish to continue the service beyond the trial period, a licence will give you the freedom to continue to legally monitor the press.

Obtaining your licence – The NLA will contact you within the next two weeks to discuss your requirements and to assist you with the licence application, if appropriate. Please note that as a copyright licensing body, the NLA cannot allow unlicensed access to eClips beyond the agreed trial period. It is therefore important that you have the appropriate licence in place.

- **If you already have an NLA licence:**

Should you wish to continue the eClips service beyond the trial period, to continue to receive press cuttings electronically you will need to upgrade your existing NLA licence by purchasing a 'digital' extension.

Upgrading your existing licence – We are obliged to request that you contact the NLA immediately on 01892 525 273, to arrange your licence extension.

The NLA look forward to discussing your requirements in due course. In the meantime, we trust that you will find the eClips service easy to use, reliable and valuable.

For advice and assistance:

The Newspaper Licensing Agency, Customer Services:
Tel: 01892 525 273