

Introduction

This document is designed to:

- Help PR agencies identify when a NLA licence for their organisation, including cover for their clients, is necessary
- Outline the NLA obligations of a media monitoring organisation and how these may effect a PR agency
- Assist PR agencies in understanding the options that are available to them when applying for or renewing their NLA licence
- Exemplify the elements that a PR NLA licence may comprise

Contacts

Please use this information as a guide only – for information about NLA licences and current tariffs, please visit www.nla.co.uk or contact the NLA directly on 01892 525 273. Also, for further information about the new NLA web licence extension, please visit www.nla-web.co.uk.

If you have any further copyright queries, please contact our Copyright & Licensing Manager, Emma Barker, on 020 7264 4734 or email emma.barker@precise.co.uk.

The information provided in this document is in line with the NLA's current guidelines and may be subject to change.

Updated: 28/01/2011

Copyright Obligations:

As your provider, we cover copyright fees for:

- The direct delivery of all paper copies of cuttings to your organisation
- Access for a single internal user to our electronic service

If you conduct further copying, including the provision of coverage to your external clients, you and/or your clients will need an appropriate NLA licence.

We are obliged to provide the NLA with details of each client receiving NLA content, specifically:

- Contact details of all trial/new clients
- The nature of the service they are receiving
- The number of authorised users of the service

From here, the NLA will contact your organisation to establish if you need a licence and in what capacity, as each licence is made up of different elements based on copying needs. Therefore, the NLA will determine how your organisation is using the coverage received internally and how many of your external clients have access to the coverage, under your instruction.

Licensing Options:

When receiving coverage from a Media Monitoring Organisation, as a PR agency you have two options with regard to licensing to ensure you and your clients have the necessary cover:

Option 1: To apply for a NLA licence to cover all your internal copying needs and to provide the NLA with full contact details of all external clients with access to the monitoring service as they will need to be licensed directly.

Option 2: To apply for a NLA licence to cover all your internal copying needs and to pay a set 'client copying fee' for each external email address at your respective client company or for all hard copy articles sent per client company. This allows your client to **view** its coverage without incurring any direct NLA fees.

Please note, if your client would then like to copy this coverage further in any way (including making/printing out a single copy), it would need to contact the NLA to apply for its own licence or to ensure it has the necessary cover in place.

Licence Elements:

