

## Introduction

This document is designed to:

- Help small PR Agencies understand their NLA licensing obligations
- Outline the NLA obligations of a media monitoring organisation and how these may effect a small PR Agency
- Exemplify the rules of the new NLA licence for small PR Agencies
- Assist small PR Agencies in understanding the costs involved in providing content to their clients

## Contacts

Please use this information as a guide only – for information about NLA licences and current tariffs, please visit [www.nla.co.uk](http://www.nla.co.uk) or contact the NLA directly on 01892 525 273.

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](mailto: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: 22/11/2011**

## 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, a direct licence between your organisation and the NLA is needed.

We are obliged to provide the NLA with details of each of our clients 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 directly to establish if you need a licence and in what capacity.

## Licensing Obligations:

The NLA has introduced a new licence specifically aimed at PR Agencies with five or fewer total staff, that wish to supply NLA content to a maximum of three external clients, in either a digital or paper format. This licence also allows the agency to make one copy of each cutting for its own reference. PR Agencies wishing to provide more than one copy to their clients have the option of applying for the standard PR Licence.

Please note, only a single photocopy of each cutting can be sent to one client with no further copies to be made. Or, one single user at your client can have access to each digital copy we provide and may view the content only. If the client further copies what they have received, they will need to contact the NLA to apply for their own NLA licence.

## Cost:

The cost is a flat fee of £155 per client:

