

International MMO Licence – FAQs

Prices applicable as of April 1 2015 and exclusive of VAT

FAQ – MMOs

1. What is an International Media Monitoring Organisation (IMMO) Licence?

The IMMO licence permits the supply of UK newspaper print and website content to end-user clients by a media monitoring organisation. It is simple, easy and used by 20 MMOs and over 2,200 clients.

2. Why does NLA have an IMMO Licence?

International MMO need a simplified and streamlined licence covering digital, web and paper copying that allows them to integrate UK content from other MMOs or direct from NLA into client services with minimal administration. IMMO is a light touch service that puts the MMO in control of the client and offers full copyright compliance.

3. Does my company need to be based outside of the UK in order for me to sign the IMMO Licence?

Any organisation, irrespective of where your business is based, can apply for an IMMO Licence.

4. How is the IMMO Licence different from the eClips International Licence?

IMMO adds print digital, web and paper rights for all NLA content to the eClips International service at no extra cost in a single licence. It is a simple one stop shop for MMOs. The IMMO Licence includes digital print and web and print paper delivery rights in one agreement. It also allows sourcing from any NLA licensed MMO, so briefs can be shared with UK MMOs.

5. Which UK newspaper print and website sources are covered by the IMMO Licence?

All print, digital and web sources licensed by the NLA are covered by the IMMO Licence. Details of the sources covered can be found [here](#)

6. How much is the IMMO Licence going to cost me?

The IMMO Licence is priced based on a per link per user delivered fee and is subject to a minimum monthly fee of €125/£100.

Number of clients	MMO delivery method		
	Paper (hardcopy)	Digital / Web offline	Web Link
0 to 5	4.2p (or local equivalent)	£1.80 / € 2.00	€ 0.50
6 to 10		£2.60 / € 3.00	€ 0.75
11 to 25		£4.40 / € 5.00	€ 1.25
25+		£8.80 / € 10.00	€ 2.50

7. Do I need to source NLA content myself or can I receive it from another MMO?

You can get the main UK titles from NLA eClips, self-source NLA content or receive it from an NLA licensed MMO.

8. Can I receive content directly from the NLA?

Yes. You may receive 25 specified titles directly from the NLA. These are delivered at midnight in text and PDF with rich XML meta data. If you need wider content NLA recommend sourcing UK digital and web content directly or from an NLA licensed MMO.

9. What are the 25 supplied titles?

International New York Times, City AM and Economist, The Times, The Daily Telegraph, The Guardian, Daily Mail, Daily Star, Evening Standard, Independent, Independent on Sunday, Observer, Sunday Express, The Daily Express, The Daily Mirror, The Mail on Sunday, The Sun, The Sunday Telegraph, The Sunday Times, Birmingham Post, Manchester Evening News, Press & Journal, The Herald, The Scotsman, Yorkshire Post,.

10. Why is the supplied title repertoire restricted to 25 titles?

The IMMO Licence gives all the benefits of eClips with no PCA subscription cost and no digital minimum fee to users. NLA cannot afford to extend that to all eClips content, or to allow wider eClips benefits to be shared with PCAs who do not subscribe to the service, so some restrictions must apply. Our experience shows that usage is far more concentrated outside of the UK, with only the top 10 titles being used in any volume.

11. If I choose to receive NLA content from an MMO, is there a limit on the amount of content that I can receive?

You may receive an unlimited amount of the 25 main titles and up to 100 hardcopy, 100 digital and/or 100 web articles from an appropriately licensed MMO, per month.

12. Is there a limit on the amount of NLA content that I can supply to my end-user clients?

You may supply client organisations with an unlimited amount of the 25 major titles and up to 100 clients with a total of up to 500 other hardcopy, digital and/or web articles, per month.

13. Why has the NLA imposed these data limits on digital and web content?

The data limits have been introduced to differentiate the IMMO Licence from other MMO licenses offered by the NLA.

14. Can I receive or provide article PDFs?

You can receive PDFs. You can provide your clients with links to them or to NLA hosted content or direct to websites or links to content from an NLA licensed MMO.

15. What are the IMMO Licence reporting requirements?

We have adopted the PDLN Connect standard to ensure that any work required is applicable to other content suppliers. These match existing NLA MMO licences.

FAQ – End-users

1. What do I need to sign in order to receive NLA print, digital and web sources?

End-user clients may receive unlimited articles from the 25 top titles and up to 500 hardcopy, digital and/or web links per month provided they sign an End User Licence Agreement. If end-users wish to receive more than 500 hardcopy, digital and/or web links per month, they will need to have a direct (UK) NLA Business End User licence.

2. What is an End User Licence Agreement?

An End User Licence Agreement is a simple online form that needs to be completed by any end-users wishing to receive IMMO content. It gives you a copyright indemnity. Over 1,600 companies have completed this and it is available in a range of languages including English, German and French. See <http://blog.nla.co.uk/eclips-international-end-user/>. This does not cover scanning and ad hoc copying. You would need to take a direct UK NLA Business Licence to cover this or to have rights from a local licensing body that includes UK content (see [here](#)).

3. What is the NLA going to charge me for signing an End User Licence Agreement?

There are no fees associated with signing an International End User Licence Agreement as the MMO is responsible for paying for all copies. However if you wish to further reproduce UK newspaper content internally then you will need to hold a direct UK NLA Business Licence.

4. Can I print off what I receive?

Yes, if you have signed an End User Licence Agreement you may print off a single copy of what you receive. Additional paper copying must be reported to your local RR0 (if they have an agreement with the NLA). You could take a direct UK NLA Business Licence as well if you need additional rights (like scanning) or greater volumes.

5. What is PDLN Connect?

To simplify licensing for end users NLA has worked with other licensing services to create an end user agreement covering content from a range of countries. We call this the PDLN Connect End User Agreement, and NLA uses this as the End User Licence. The goal is that one agreement is used by multiple content licensing bodies, so simplifying the understanding of rights for users. Over 2,200 companies have completed the PDLN Connect agreement.