

eClips – FAQs

Prices applicable as of 1st April 2019 and exclusive of VAT

- “NLA” means Newspaper Licensing Agency
“WDL” means Web Database Licence
“WEUL” means Web End User Licence
“MMO” means Media Monitoring Organisation

FAQ - MMO

1. What is the NLA?

The NLA was formed in 1996 by the UK’s newspaper industry to make it easier for organisations to reproduce articles with permission. A licence from the NLA gives organisations access to and/or permission to share content from 1,400 newspapers and more than 1,100 newspaper websites. NLA has also added a wide range of magazines to the WDL repertoire.

2. What is eClips?

Our eClips database of newspaper articles is a timely and efficient system for media monitoring agencies to produce press cuttings for their clients. The service takes articles directly from newspapers’ production systems and makes them available to media monitoring agencies as XML for local indexing, search and evaluation work. Clients of media monitoring agencies can access their relevant clippings as PDF files hosted by NLA media access. More than 40 media monitoring agencies use the eClips.

3. Which publications does eClips give me access to?

Our eClips database currently provides coverage for over 200 UK national titles, as well as over 1000 regional and premium titles should require them. You can view a regularly updated eClips title list on our website [here](#) (NLA database title list.xlsm).

For a full list of NLA licensed titles click [here](#), or search for licensed titles [here](#).

4. What license/s will I need to access eClips?

As an MMO, you will need to have an MMO license (if you operating inside the UK) or an IMMO (if you are operating outside of the UK).

For web content, you will require an eClips Web license.

5. What are the service options for eClips?

UK MMO’s can choose between three service delivery options depending on their specific and client requirements:

- Image Data Service (IDS)
- XML service
- Pay As You Go service (PAYG)

The XML subscription and PAYG services provide agencies with direct access to our hosted content for searching, selection and delivery to clients.

Content is available by midnight each day and can be delivered to clients after 4am, on the day of publication. Content is available for a period of 28 days. The service charging includes a fee for access to the database based on number of clients and an additional per copy fee, based on the number of copies supplied.

Agencies receive automatic access to UK national newspapers and can select from a comprehensive range of regional titles.

The IDS service provides larger agencies with a daily image data feed of cuttings that are stored on a secure press cuttings agency database. The service includes a search interface, keyword highlighting, comingling of content and delivery of daily content by 10pm on the day before publication.

6. [What licence/s do I need to access content for the Financial Times?](#)

To access content from the Financial Times, you will need an NLA license for eClips plus a direct license with the FT also.

7. [How much will a license for eClips cost me?](#)

This will depend on:

- The types of publication you require access to (UK nationals, regionals, premium titles)
- The level of service you require
- The number of clients you are sending content to
- The number of cuttings you are sending to each client

You can see a full list of our MMO license tariffs available on our website [here](#).

8. [How long will I be able to access an article stored on eClips for?](#)

Print content is available for a period of 28 days (100 days for web) unless you have Extended Access, which licenses MMO's to keep content available for 365 days after publication.

9. [What are the reporting requirements?](#)

All MMOs who sign up for eClips must send us a monthly returns form that lists the number of cuttings for each title sent to each client. This gives the NLA visibility on how much we will need to charge each MMO per month.

More information is available in our MMO License agreement, which you find on our website [here](#) (search "calculation of fees").

End Users

1. [What license do end users need to access eClips?](#)

MMO clients (or end users) will require a Web End-User Licence.

2. [How do end users login to eClips?](#)

End users will be provided with a username and password allowing them to login to eClips.

They can then login to eClips simply by clicking on the article links that their MMO provides them with, which will direct them to a PDF of the article in question, hosted by the NLA. By enabling third-party cookies, they will only need to enter these details once, before being automatically sent to PDF's in future unless their access is revoked.

3. [How many logins will I receive as an end user?](#) [remove](#)

During the trial period, you will receive a maximum of 5 users. Afterwards the end-user will be charged based on how many users they require (the pricing is banded and can be viewed in the Business License Price List [here](#)).

4. [What do I do if I have queries regarding eClips users? \(e.g. password resets, adding/removing users\)?](#)

You can contact clientsupport@nla.co.uk, which is monitored by several NLA staff.

5. What are the rules regarding MMO clients and eClips trials?

MMO's are entitled to offer their clients a 28-day trial clippings service that will then require a Web End-User License if they wish to continue with the service after this period.