

NLA eClips Ireland Licence Fee Tariff

Background

The eClips Ireland service was designed in conjunction with Irish media monitoring agencies to assist them to efficiently deliver – in electronic format – the Irish editions of key UK newspapers to their customers.

- A simple, online, licensing agreement (EULA) that gives end-users the rights to view NLA articles on screen and print one copy.
- For media monitoring agencies: full text delivery (in XML), with links to full colour PDFs of the article as they appeared in the newspaper.

What rights does it give MMOs?

By signing an eClips Ireland Licence, MMOs are permitted to:

- Receive electronic content from 8 specified newspapers only. They can receive this content directly from the NLA or via another appropriately licensed MMO e.g. Durrants, Precise, Kantar.
- Send links to cuttings to clients who have an End User Licence Agreement (EULA) or direct End User Licence in place.

Content

The following newspapers make up the eClips Ireland content set:

Eire and Ulster editions of The Times, Sunday Times, The Sun, Daily Mail, Mail on Sunday, Daily Mirror, Sunday Mirror and The People. The service also includes Belfast Telegraph and News Letter.

End User Licence Agreement (EULA)

The EULA is an online form that must be completed by any end user client organisation that wishes to receive content from the eClips International repertoire. Once completed, end user clients are permitted to print off a single copy of what they receive. If they wish to print off multiple copies of eClips International content or if they wish to print off content outside of the eClips International content set they must either report them to their local Reproduction Rights Organisation (RRO), (if they have an agreement with the NLA) or have a direct UK NLA end user licence. There are no NLA fees associated with signing the EULA.

The standard EULA can be found here: <http://blog.nla-eclips.com/eclips-internationalend-user> (it is also available in French, German and Croatian).

Fees

The Licensee shall pay the Licensor for each Client receiving Links the following fees calculated as the number of Link(s) delivered multiplied by the monthly average number of Permitted Users of that Client:

| Average number of Permitted Users | 2016 (euro) |
|---------------------------------------|-------------|
| Up to and including 3 Permitted Users | € 0.36 |
| Each additional Permitted User | € 0.12 |

For these purposes, the monthly average number of Permitted Users for a Client shall be calculated by adding the number of Permitted Users on the 15th day of the month to the number of Permitted Users on the last day of the month, and dividing this by two.