

# Everything you need to know about NLA media access



This information sheet provides an overview of NLA media access ('NLA') and the copyright licences available to organisations wishing to use our publishers' content.

Here, you'll find answers to common customer queries, including:

- **What is copyright?**
- **Who is NLA media access?**
- **When should you consider an NLA licence?**
- **What licences are available and what do they permit?**
- **Where does the licence fee go?**

## IN SUMMARY:

- NLA licences offer a simple and cost effective solution for those organisations wishing to use content from the broad range of publications and websites we represent. All licences offer protection against copyright infringement.
- Licence fees are paid to publishers whose content has been copied and support journalism.

## What?

### What is copyright?

- © Copyright is one of the most common forms of intellectual property. It arises automatically when an original work is created, enabling creators to manage how their content is used.
- © It is a legal requirement for organisations to have publishers' permission to copy content from their publications. This is detailed in the UK's Copyright, Design and Patents Act, 1988 ('CDPA').
- © Copyright owners can authorise the use of their work either directly, or through recognised "licensing bodies" (as defined in section 116 of the CDPA).
- © The CDPA does allow for certain exceptions where permission from the owner is not required to copy their work. In general, copying of articles for media monitoring or promotional purposes do not fall under these exceptions.

## Who?

### Who is NLA media access?

- © NLA is a UK licensing body owned by publishers. We currently represent 5,000+ newspaper and magazine titles and websites, from around 275 publishers.
- © As a licensing body the NLA is authorised by represented publishers to issue licences allowing copying from their publications and websites.
- © NLA licences remove the need for organisations to seek permission every time they copy. Today the NLA grants licences to 10,000+ organisations.

## Where?

### Where does the licence fee go?

- © The royalties collected from NLA licences are paid to represented publishers.
- © NLA revenues support journalism.
- © In 2017, NLA collected and distributed over £36m in royalty payments to publishers – the equivalent of 1,500 jobs in journalism.
- © 84% of revenue collected is returned to publishers!



# When should your organisation consider an NLA licence?



**Most content in print and online attracts copyright protection. This includes the use of extracts and headlines.**

**If your organisation needs to make copies of articles protected by copyright an NLA copyright licence will give you the necessary permissions.**



Photocopying & Printing



Faxing



Scanning



E-mailing



Media Monitoring Organisations



Intranet & Web

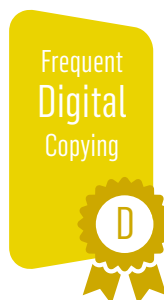
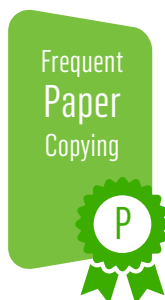


Extended Access

Making copies includes: photocopying, printing, faxing, scanning, emailing, receiving a media monitoring service from a service provider (or a PR agency), posting content on an organisation's intranet or universally available websites (including social media sites).

## The Business Licence

**Any organisation that copies from either print or online NLA media access publications for distribution amongst employees will generally need a Business Licence. The following pages highlight the various elements that can make up the Business Licence, depending on the needs of your organisation.**



For further information visit [www.nlamediaaccess.com](http://www.nlamediaaccess.com)

# What We Cover

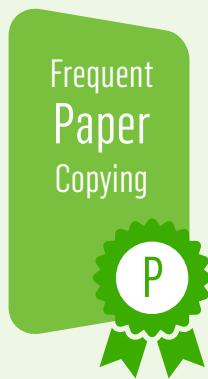


## NLA Basic Licence

- The starting point for all business licences
- Covers organisation for \*occasional copying from all national newspaper titles and up to 5 regional / local titles
- Basic licence fee is determined by the lower of headcount or turnover of the organisation.
- Option to add additional regional newspaper titles and magazine titles by selecting a banding from up to 5 publications through to 501+
- Option to add foreign titles
- Includes titles from media monitoring service



Creating paper copies of articles and scanning and mailing articles on an occasional basis.



## \*\*Frequent Paper Copying

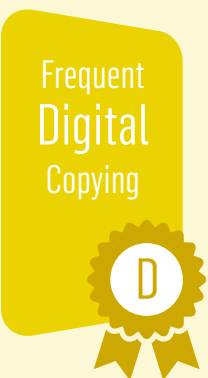
- In addition to Basic Licence
- Covers photocopying and printing of digital articles received by MMO / PR Agency
- Fee determined by number of copies made



Creating paper copies of articles a determined number of times



Printing more than one copy of cuttings supplied by MMO and/or PR Agency



## \*\*Frequent Digital Copying

- In addition to Basic Licence
- Covers scanning and copying of digital articles received from MMO / PR Agency
- Fee determined by headcount and number of recipients of copies (e.g. number of email addresses copies sent to, or number of staff with access to an internal system – these are called 'Permitted Users')



Scanning & emailing cuttings internally on a consistent basis



Internal distribution of cuttings beyond the direct MMO recipients.



Receipt of cuttings service from Media Monitoring Organisation (MMO) / PR Agency to more than a single recipient

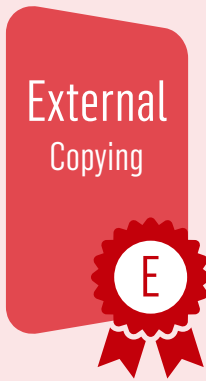


## Web End User Licence (WEUL)

- In addition to Basic Licence
- Covers receipt of online content from an MMO or web aggregator
- Fee determined by number of recipients of service and headcount
- Can be a stand alone licence or an additional element of the business licence



Receipt of service of links to online content to any number of direct recipients



## External Copying

- In addition to Basic Licence
- Covers providing paper, digital copies and/or web content to people outside your organisation
- Fee determined by number of external recipients



Sharing of cuttings with people outside organisation



## Extended Access

- In addition your existing licence (s), added as optional extra.
- Permits extended access to publisher content for up to 365 days
- Content be accessed for extended period via media monitoring platform (if supported), or stored locally by your organisation
- Is charged as a percentage of your total licence fee, excluding indemnity and CWRL fees.



## Corporate Website Republishing Licence ('CWRL')

- Covers organisation to host articles on their website or social media pages
- Covers both print and online sources
- Fee determined by headcount, turnover and total number of articles/extracts to be held online



Placing of content to include cuttings, extracts or headlines on company websites freely available to the public, including social media pages (Methods can include scanning, print screen, taking a picture, attaching pdf)

# Your licence & obligations

The information above highlights the copying types and activities that the NLA can include on a licence that best meets the needs of your organisation.

**Please:**

- © ensure the licence you have in place covers the right elements
- © let the NLA know of any changes you may make to your copying activities
- © contact the NLA to discuss any queries or concerns you may have

**Disclaimer:**

This information sheet does not cover every detail of our licences and is not legal advice.

## Contact us

If you would like further information, please contact one of our representatives on **01892 525273**, email **[copy@nla.co.uk](mailto:copy@nla.co.uk)** or visit **[www.nlamediaaccess.com](http://www.nlamediaaccess.com)**

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*\*Occasional copying: copies (paper or digital) that may be made with no pre-determined pattern or distribution list; on an as and when basis.*

*\*\*Frequent copying: copies (paper or digital) made or received on a regular basis or sent to a pre-determined distribution list. Includes receipt of content from a PR Agency or Media Monitoring Organisation.*