A guide to NLA Reporting

Once a Media Monitoring Organisaiton (MMO) is licensed with NLA to provide NLA licensed content to clients, there is a requirement to report content usage and recipient client details on a monthly basis as a standard feature of all NLA contracts.

Required format

Field	Description	Description 2	Inclusion
Customer ID	NLA Orgid	Unequally identified key for NLA Organisation	Mandatory for eClips. Should be included for copy types if Organisation has Org_id (NULL if not)
Organisation_Name	PCA Client Name		Mandatory
Media_Code	NLA Title Code	NLA Media Code	Mandatory
Media_Name	Title Name		Optional
Copy_Type	0	Paper	Mandatory
	1	Digital	
	2	eClips - Digital	
	3	eClips - Hardcopy	
	4	eClips Web - Link	
	5	eClips Web - Digital	
	6	eClips Web - Hardcopy	
	7	Web Link	
	8	Web Digital	
	9	Web Hardcopy	
	10	Full Page - Digital	
	11	Full Page - Hardcopy	
No_of_Cuttings	Number of Clips sent		Mandatory
Permitted_Users	Permitted Users	Number of permitted users during reporting period	Mandatory

Explanation of required information

- o   The media name is simply the name of the publication

- o   The media codes can be retrieved via the hub – the following call displays the entire NLA repertoire for cross-referencing: http://hub.nla-eclips.com/api/getrepertoire?&outputformat=csv&user=&password=

- o   The copy types are found in the 'fields' tab of the attached spreadsheet

- o   The organisation name is the name of the client you have supplied content to

- The customer ID corresponds with the ID of the account the eClips client logins are set up on

- Permitted users is the number of users on the licence

- Number of cuttings is the number of cuttings delivered to the client

NLA politely requests that a report summarising this usage and recipient details is sent to NLA Reports nlareports@nla.co.uk by no later than the 7th of the month following the reporting period, i.e. a July summary provided by no later than 7th August.

FAQ Summary

1) *I am a Media Monitoring Organisation licensed by NLA, providing coverage to my clients. What do I need to report to NLA?*

Once an MMO is licensed by NLA, a monthly report in the format outlined above is required. It is a simple breakdown of who your clients are and what you have supplied to them (not exact articles, just a tally broken down by publication).

2) *When/how often do I need to provide these reports?*

On a monthly basis, before the 7th of the month following the reporting period (i.e. July information should be provided by 7th August).

3) *Why does NLA need these reports?*

NLA uses the information provided in monthly reports to correctly license organisations receiving a Media Monitoring service which includes NLA licensed newspapers and magazines. The volume of articles received plays an important role in the level of cover an organisation requires for receipt of content.

The NLA licensing team follow up directly with MMO clients once they appear on reports, often liaising with MMOs in the process.

4) *How does the payment work?*

Media Monitoring Organisations have two choices when it comes to paying for the copying summarised in monthly reports:

- Pay for the 'first copy' sent to a client organisation, and the rest of the usage is picked up by the client organisation
- MMOs can elect not to pay for any of the copying, meaning that they will pay just the subscription fees of their licences and the copying fees will be absorbed into the client end user licence.

5) *Where does the money go?*

NLA licences contribute to a vibrant UK media and support jobs in journalism. NLA licence revenue is distributed to publishers in the form of royalty payments. In 2014 NLA media access revenues represented the equivalent of 1,300 jobs in journalism.