

International MMO Licence

NLA client services

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The easy way to cover UK news

- The NLA international media monitoring organisation (IMMO) licence copyright compliance for the supply of UK newspaper print and website content to end-user clients.
- IMMO is used by over 20 international MMOs and over 2,200 corporates
- The IMMO licence allows print digital and online and offline web content rights. It also includes paper delivery rights.
- All print and web sources licensed by the NLA are covered by the IMMO Licence.
- Users can self-source NLA content or receive it from an NLA licensed MMO.
- Users can receive 25 major titles directly from the NLA eClips.
- IMMO offers simple and cheap compliance for international monitoring companies dealing with low volumes of NLA content

IMMO is simple

- **Single, simple MMO licence**
 - Allows paper, web, scanned content and eClips delivery to clients
 - Allows full UK content coverage
 - Simplifies administration, PDLN standard reporting
 - MMO manages client fees and administration
- **Simple pricing**
 - Per clip fees, paid by MMO
 - NLA has held prices 5 years
 - Low minimum fees for MMOs (€125pm)
 - New minimum covers print, web and paper copying
- **Simple and Easy for end users**
 - Simple online end user licence, based on PDLN standards
 - 2,200 organisations have signed
 - No minimum fees for clients
 - No end user agreement for paper copies

Over 20 MMOs use the IMMO. See [here](#)

Pricing is simple

Number of users at client	MMO to client 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

- All fees paid are by MMOs (not end users)
- Fees are per client based on number of users at that client
- US\$ and other options are available

IMMO covers all* UK news content

- Digital – all 1,400 plus NLA licensed UK print titles, delivered digitally by an NLA licensed MMO
- Web offline – all 1,000 plus NLA licensed UK web titles, delivered digitally by an NLA licensed MMO
- Web link – all 1,000 plus licensed UK web titles
- Direct feed option for top 25 NLA titles

* FT and magazines not included

Option of 25 major titles direct from NLA eClips

International New York Times, City AM, Economist, The Times, The Daily Telegraph, The Guardian, , Independent, Daily Mail, Daily Star, Evening Standard, 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,

Easy for End Users

- Sign an End User Licence Agreement.
- Single end user licence covers all uses
- Digital users sign one online agreement
- No minimum fees for clients
- No end user agreement for paper copies
- There are NO fees associated with signing an International End User Licence Agreement as the MMO is responsible for paying for all copies
- *If end-users wish to receive more than 500 hardcopy, digital and/or web links per month (very unlikely), they will need to have a UK NLA Business End User licence.*

Clients with wider coverage needs....?

MMOs with higher volume requirements can be covered by NLA UK offerings*

**See final slide*

UK Licences

- eClips - high price, low per copy fee, high end user minimum fee and licence
- Scanning – high price low per copy fee, high end user minimum fee and licence
- Paper copying – high minimum
- Web database licence – different end user licence, lower fees

Old eClips International deal - comparison

Zero cost and additional benefits in new agreement

- Wider rights, same price
- Allows full UK coverage delivery by NLA licensed MMOs to intl MMOs

New agreement is *optional*

- NLA will maintain existing agreements for 12 months

If you transfer

- End users can maintain existing agreements
- New clients will sign new forms
- No change to eClips delivery

IMMO Volume Limits

(from an appropriately licensed MMO pm)

A stylized icon of a stack of papers or documents, with a few sheets visible at the top.

**Up to 100
unique paper
clips**

A simple line drawing of a laptop computer, showing the screen and keyboard area.

**Up to 100
unique digital
clips**

A stylized icon of a crumpled piece of paper, showing multiple folds and creases.

**Up to 100
unique web
clips**

A stylized icon of a book or document, with a cover and pages visible.

**Unlimited
eClips Int'
(top 25 titles)**

IMMO Volume Limits

(Volume of NLA content that you can supply end-user clients)

