

Copyright Guidance Notes for PR Agencies

Introduction

This document is designed to:

- Help PR Agencies identify when an NLA Media Access and/or CLA licence is necessary.
- Outline the copyright obligations of a media monitoring organisation (MMO).
- Assist PR Agencies to understand the options available when applying for or renewing NLA Media Access and CLA licences, including cover for their clients.

Copyright Obligations

Kantar Media can provide a minimum amount of copyright cover, via the NLA and CLA, for our clients:

- Cover for each hardcopy article, photocopy or fax provided (no further copying permitted)
- Cover for the electronic delivery of the first copy of an article, via a link, to a single internal user where:
 - Links to NLA covered content can only be accessed and viewed on screen
 - Links to CLA covered content can be accessed **once** and one paper copy made (which cannot be copied further)

If you do conduct further copying, including the provision of coverage to your external clients, you and/or your clients will need an appropriate licence with one or both of the copyright agencies.

Every MMO is obliged to pass on contact details of all new clients, along with details of their service, to the licensing agencies. The NLA and the CLA will then make contact directly to discuss licensing obligations.

NLA Licensing

The NLA offer two licensing options for PR Agencies, which include cover for external clients.

Option 1: PR Client Service Licence

- Covers the supply of articles from NLA represented publications, either directly or via an MMO service, to external client recipients
- Charged at a flat fee per external client recipient
- Allows the external client recipient to access and view content only
- Permits internal copying for agencies with 5 or less employees (for agencies with 5+ employees who carry out internal copying, further cover would be required)

Option 2: Standard PR Agency Licence

- Covers all internal copying plus provides additional **client copying** cover to allow external client recipients to receive articles from NLA represented publications
- Client copying charges vary depending on format of delivery and type of content received
- Allows the external client recipient to access and view content only

Please note, if your client would then like to copy the coverage received further (including making/printing out a single copy), it would need to contact NLA Media Access to apply for its own licence or to ensure it has the necessary cover in place.

CLA Licensing

The CLA offer the **Media Consultancy Licence** which is specifically designed for PR Agencies. This can only be purchased in addition to the Standard CLA Business Licence. This add-on allows an agency to supply copies of articles from CLA represented publications, either directly or via an MMO, to their clients. The fee is based on the number of clips sent to clients pa.

The information provided in this document is in line with NLA Media Access and CLA current guidelines and may be subject to change. This guide should be supplemented by contacting the relevant copyright agencies. Please see contact details at the bottom of this page for the NLA and the CLA.