

KANTAR MEDIA

Copyright is an automatic property right existing in written and artistic works. The copyright holder has the exclusive right to copy the work, and anyone else who does so without permission may face a high financial penalty.

UK Copyright Agencies

NLA Media Access (NLA) who represents:

- UK national and regional newspapers/websites
- A number of UK magazine titles/websites
- A number of foreign newspaper and magazine titles/websites

The Copyright Licensing Agency (CLA) who represents:

- UK magazines/websites and trade press titles
- A number of foreign magazine titles/websites

Both agencies collect royalties, on behalf of their member publishers, from organisations who wish to copy content. 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.

Some publishers operate their own licensing schemes outside of the agencies, such as the Financial Times (FT) who permissions all digital access to FT and FT.com content directly.

An FT Corporate Licence enables licensees to have access to PDFs of FT and FT.com content hosted by a third party such as an MMO. Without the licence it is possible to view FT & FT.com content via an MMO service, however, this unhosted access will depend on your organisation's level of FT subscription.

Copyright Cover

Kantar Media can provide a minimum amount of copyright cover, via the NLA and CLA, for your organisation. This includes:

- 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 user:
 - Links to NLA covered content can be accessed and viewed on screen only
 - Links to CLA covered content can only be accessed **once** and one paper copy made (which cannot be copied further)

If any further copying activity is conducted, a licence is needed.

Copyright cover for broadcast and newswire content is arranged by Kantar Media directly, allowing clients to view this content internally. Any further use, including posting on a company intranet or external distribution, is not permitted and would require direct content provider authorisation.

Important points to remember

- Electronic links to content are secured by a username and password
- Each user accessing content must have their own log-in registered with an MMO
- Links to content remain active for 28 days from the date they are made available
- Trials may be run for up to 28 days with content sent to no more than five recipients
- All clients must hold an appropriate NLA Media Access/CLA licence where necessary – an MMO cannot arrange this on clients' behalf
- Clients must destroy all copies of content subject to a publisher withdrawal notice
- Clients may not edit, amend or adapt content in any way

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.