



Newspaper Licensing Ireland Limited

## Copyright Licensing Guide

Copyright is all around us. The music we listen to, the books we read, the software that processes our email – all under copyright. Similarly, anything that appears in a published edition of a newspaper is copyrighted to the publisher.

Copyright is an essential part of publishing as it – rightly – compensates publishers for letting people use content they have paid to create.

Your business has a corporate and legal responsibility to be copyright-compliant. Newspaper Licensing Ireland (NLI) can advise you on newspaper copyright compliance within your organisation.

If your company makes copies of newspaper articles (even infrequently) you must protect yourself against copyright infringement. By obtaining a licence from NLI you will be complying with copyright law – and free to copy from the relevant newspaper titles within your licence.

### What are the benefits of a licence?

- Permission to copy/scan/email content from the list of newspapers named in the licence
- Compliance with copyright law
- Protection against copyright infringement and subsequent expensive litigation
- Assurance that copyright owners are receiving payment for their work

### Beware!

Since the establishment of NLI, ignoring newspaper copyright is not worth the risk. NLI is a collection agency mandated to work on behalf of Irish publishers. If you reproduce copyrighted material without permission you are effectively stealing, thereby exposing your company to litigation and heavy fines. Obtaining a licence from NLI will ensure you avoid those eventualities.

### How do I know if I need a licence?

- Do you or any of your staff photocopy newspaper articles?
- Do you or any of your staff scan press clippings?
- Do you or any of your staff post newspaper articles on an intranet?
- Do you or any of your staff view articles on a press clippings agency web hosted site?
- Does your company send articles to clients or any other third parties?

If you have answered **yes** to any of these questions and you do not hold a current licence from NLI, then you are in breach of copyright. Please contact NLI and they will advise you on the most appropriate licence for your company or organisation.

## What if I have a Press Clipping Agency (PCA)?

PCAs pay a fee to NLI in order to process newspaper content, which means all clippings – digital or paper copies – delivered to by PCAs to their clients are monitored by NLI.

Just because a PCA (or public relations agency) supplies you with clippings does not mean you have permission to make further copies or scans of that content – again, you need a licence to do that.

That also applies to the display of press cuttings on a portal website which is accessed by more than one computer – an additional NLI licence is required.

Ultimately it is your responsibility – not your PCA or PR agency – to ensure your organisation is complying with copyright law. You should also be aware that, under the terms of the licence supplied to PCAs, PCAs are not permitted to deliver clippings to companies who do not hold an appropriate NLI licence.

## Licences

Newspaper Licensing Ireland currently offers three licences:

1. Press Clippings Agency Licence
2. Public Relations Licence
3. Commercial Licence

Within these licences there are four portfolios of newspaper titles:

1. National newspapers
2. Regional newspapers
3. UK newspapers (analogue only)
4. Foreign Newspapers

### 1. *National Newspaper*

The national licence covers the digital and analogue (paper) copying of 16 titles including daily, weekly and Sunday newspapers. For a full list of titles please visit [www.newspaperlicensing.ie](http://www.newspaperlicensing.ie).

### 2. *Regional Newspapers*

The regional licence covers the digital and analogue (paper) copying of 90 newspaper titles. For a full list of titles please visit [www.newspaperlicensing.ie](http://www.newspaperlicensing.ie).

### 3. *UK Newspapers (analogue only)*

The UK newspaper licence covers the analogue (paper) copying of UK titles only (incl. Irish Editions). For a full list of titles please visit [www.newspaperlicensing.ie](http://www.newspaperlicensing.ie). For permission to digitally copy UK newspaper content please contact the Newspaper Licensing Agency (NLA) or visit [www.nla.co.uk](http://www.nla.co.uk).

### 4. *Foreign Newspapers*

The foreign newspaper portfolio currently consists of a number of Belgium newspaper titles. This portfolio will expand in the coming months. Please contact NLI directly for more information.

## Licence Fees

Fees for the PR licences and commercial licences are calculated based on the number of employees in your company or organisation. The licence fee is paid annually in advance.

### *Commercial Licence Tariff*

<b>Number of Employees</b>	<b>National Newspapers</b>	<b>Regional Newspapers</b>	<b>UK Newspapers</b>
<b>0-10</b>	€142.00	€71.00	€36.80
<b>11-50</b>	€210.00	€105.00	€54.90
<b>51-100</b>	€281.00	€140.50	€73.30
<b>101-300</b>	€421.00	€210.50	€109.80
<b>301-500</b>	€703.00	€351.50	€183.10
<b>501-1,000</b>	€1,052.00	€526.00	€274.50
<b>1,001-2,000</b>	€1,404.00	€702.00	€366.30
<b>2,001-5,000</b>	€2,106.00	€1,053.50	€550.00
<b>5,001-10,000</b>	€2,456.00	€1,228.00	€640.80
<b>10,001-20,000</b>	€3,158.00	€1,579.00	€824.00
<b>Over 20,000</b>	Negotiation	Negotiation	Negotiation

### *Public Relations Licence Tariff*

<b>Number of Employees</b>	<b>National Newspapers</b>	<b>Regional Newspapers</b>	<b>UK Newspapers</b>
<b>1-4</b>	€287.00	€143.50	€75.00
<b>5-10</b>	€430.00	€215.00	€113.00
<b>11-20</b>	€861.00	€430.50	€224.50
<b>21-29</b>	€1,292.00	€646.00	€337.00
<b>30+</b>	€1,794.00	€897.00	€468.00

## **Archive**

The above licences allow clients to retain newspaper clippings for 30 days. Should clients wish to store clippings for longer than 30 days – regardless of whether they are retained in-house or by an external PCA – they must sign an annex to their licence.

Fees for the annex are as follows:

- Storage of clippings for longer than the allowed 30 day period and up to 90 days from the date of publication – additional 10% of annual licence fee
- Storage of clippings for longer than the allowed 30 day period and up to 12 months from the date of publication – additional 20% of annual licence fee
- Storage of clippings for longer than the allowed 30 day period and up to an indefinite period from the date of publication – additional 30% of annual licence fee

Please note that this archive is for the sole use of the client – archive material may not be supplied to any third parties.

## **Republishing**

Under the current licence companies and organisations are not permitted to republish newspaper clippings. Republishing includes posting articles to public websites, publishing articles in newsletters, publishing articles in marketing material, etc.

However, following the recent demand from licensees NLI is currently in discussions with member publishers and expect to be in a position to offer licences to those wishing to republish articles in the coming months.

## **About Newspaper Licensing Ireland**

For more about NLI please visit [www.newspaperlicensing.ie](http://www.newspaperlicensing.ie). You can also phone us on (01) 668 9099 or email us at [info@newspaperlicensing.ie](mailto:info@newspaperlicensing.ie).

*Ends*  
*4<sup>th</sup> March 2009*