

# VIDEO LICENSING

## PROTECTING AND LICENSING YOUR CONTENT ONLINE

From creating high-quality TV shows to seeing your home videos online, what are the rules of media ownership and who is allowed to do what? What is free to use, and when do I need a license?

### IT STARTS WITH COPYRIGHT

Copyright is a legal right of ownership that allows creators of a written, artistic or published work to control how it is used and if it can be copied. Unauthorised use of protected content results in copyright infringement, which could lead to legal challenges, reputation damage and/or future revenue.

### CREATING A LICENSE

A license is an agreement between a video's copyright owner and another user. The license details the exception of sole legal ownership for the intended use of the video (online, broadcast, corporate, promotional...). The license can be exclusive (for use by one organisation for the duration of the license) or non-exclusive (can be used by multiple organisation at any time).

### WHEN DO I NEED A LICENSE?

Unless it is for private study or non-commercial use, the law states that you always need permission from the copyright owner first for any content that you have not created yourself but intend to use/share. Some services even protect their visual work with copyright watermarks, such as the stock footage provider, Shutterstock.

### HOW MUCH DOES A VIDEO LICENSE COST?

Depending on the resources used to make the video, its intended use, the nature of the content, and the usual laws surrounding supply and demand, the price of licensing video can vary tremendously. Common variables include the delivery format, the intended audience, the intended use (commercial, non-commercial, educational, charity..) and the license duration.

**Fixed License Fee:** Content can be used for a fixed time, within a specific territory or region.

**Revenue Share:** When content is being used to generate revenue (via SVOD or AVOD platforms) then the rights holder and licensee take an agreed share of the revenue generated.

**Minimum Guarantee Revenue Share:** The licensee agrees to pay the rights holder a minimum revenue and will pay additional fees if the content over-performs.

**Fixed Pay Per View:** Common to AVOD platforms like Hulu – the licensee pays a fixed price to the content owner per view – but offsets that cost by making money from advertising revenue.

## NAVIGATING CONTENT PROTECTION

### CREATIVE COMMONS

Some content creators operate under the mantle of Creative Commons (CC), meaning their content can be used providing the correct credit is attributed to the author. There are different types of attribution models:

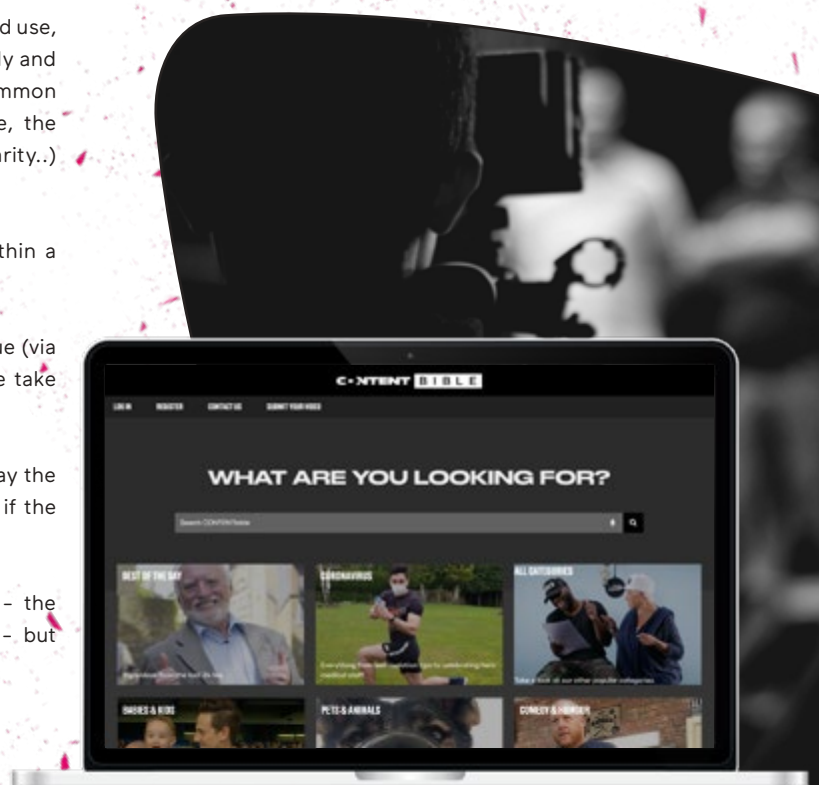
- **Attribution ShareAlike:** Use allowed only if users redistribute using the same Creative Commons License.
- **Attribution No Derivatives:** Use allowed only if users agree not to change the content it in any way.
- **Attribution NonCommercial:** Use allowed, but only if not for commercial purposes.

### ROYALTY FREE

"Royalty-Free" is a licensing method in which rights to use content or intellectual property are predominantly sold at a flat rate. This differs from rights-managed licensing, when a license is priced based on how the content will be used.

### PUBLIC DOMAIN

Creative work has no known copyright protection and is free to use without restrictions.



# LICENSING YOUR CONTENT

## SHOULD I LICENSE CONTENT MYSELF?

In a digital era where everyone can create and distribute media, the rules of engagement between the media industry and individuals seem ever more confusing.

Large media production companies need experienced rights management and legal teams that can create bespoke licenses for one-off, perpetual or partial use of their video content by third parties. Their scale and expertise ensure your content catalogue generates the value it deserves.

Others may use a third party platform to manage their content – and licensing on their behalf. These platforms offer self-serve access for partners to license content on the fly.

For example, Reuters relies upon Imagen's subsidiary Screenocean to license their extensive News Archive to a selected collection of broadcasters, while Viral Video UK offers individuals a fully managed service to be able to license their home videos to third parties that are interested in their content.

## ABOUT IMAGEN

With over two decades of experience, Imagen helps keep your media secure whilst providing fast and easy access to selected audiences.

Our MAM software helps leading brands to preserve, navigate and distribute their growing media libraries ensuring fast, easy, secure and controlled access to content through a highly-customizable and intuitive web portal.



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