Automated Rights Management – Operational challenges

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NLA by Numbers

- **8 owners** (Times, Financial Times, Guardian, Telegraph, Mail, Mirror, Independent, Express)

- **1,200 regional titles represented** (Johnston, Newsquest, Northcliffe, Archant, etc.)

- **9,000 licences covering 200,000 organisations**

- **£30m Turnover**

- **55 staff across offices in London and Kent; also 100+ outsourced (India)**

Key contacts:
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NLA – Digital Content

- Print content – 600+ titles; 600,000 articles per month
- Web content - 150+ websites; 500,000 articles per month

- 17 UK and 20 International Press Cuttings Agencies (PCAs) + 25 text aggregators receive digital content via the NLA
- Over 80,000 end customers view content via online services
- ClipShare (search / archive interface) – over 9,000 active users
NLA eClips – one database, many services

- eClips
  - 17 PCAs in the UK
- eClips international
  - 20 PCAs outside the UK
- ClipSearch
  - Professional users
- ClipShare
  - Publishers
- Publisher Feeds
  - Factiva, Lexis Nexis etc
- eReader Supply
  - Amazon, Sony etc
- Newspapers for Schools
- Services for the Blind
NLA rights management – the current process

- Rights information not received from most sources
- Permissions held & managed on the NLA database
- Certain restrictions expressed within the XML
- Automated process for restricting content if fed by the publisher (Blocked authors)
- Manual process to manage rights & libel issues
A potential use case

- The **Associated Press** writes a news story which contains an image provided by **Getty**.
- The **Daily Telegraph** acquire the article with the following associated rights:
  - **Article text** and the **Getty image** can be printed in **The Daily Telegraph**.
  - Article text, but not the Getty image, can be displayed on telegraph.co.uk for a period of **48 hours**.
  - Article text and Getty image cannot be provided to **Lexis Nexis**.
  - The **headline** and **first 25 words** of the article can be provided by Lexis Nexis to Ford Motor Company for a period of 28 days, but not the Getty image.
  - Article text, but not the Getty image, can be provided to Factiva but not until **24 hours after publication**.
NLA rights management – the future?

Requirements
- Rights information tagged at source
- Common metadata standards
- Machine readable permissions / restrictions
- Publisher adoption (upstream)
- Client adoption & implementation (downstream)
- Common database of authors, clients, agencies, etc.
Is there a Business Case?

- The NLA has supported & adopted standards
  - ACAP (via IPTC)
  - NewsML G2
  - Engaged with the Copyright Hub

- But....

- Increase in revenue – how much?

- Reduction in costs – substantial?
  - Client audits
  - Rights management resource

- Operational efficiency - ?

- Managing publisher liability - ?

- Cost of engagement / implementation
Thank you

www.nla.co.uk
Blog.nla-eclips.com

www.clipsearch.co.uk