



newspaper licensing agency

Respect for Copyright

## **Automated Rights Management – Operational challenges**

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*Faisal Shahabuddin, Head of Operations*

## NLA by Numbers

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- ◉ **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:

Andrew Hughes, Commercial Director

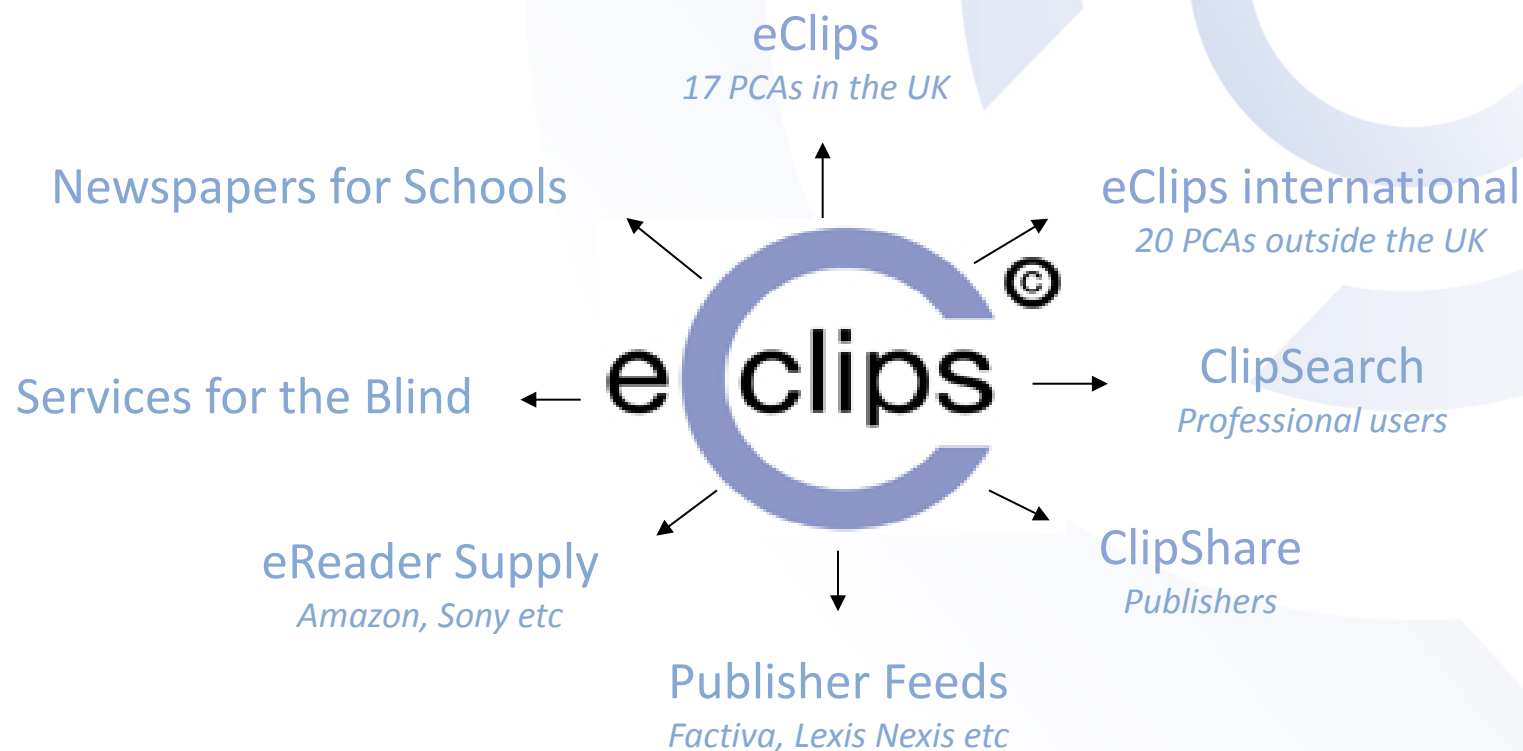
Faisal Shahabuddin, Head of Operations

## NLA – Digital Content

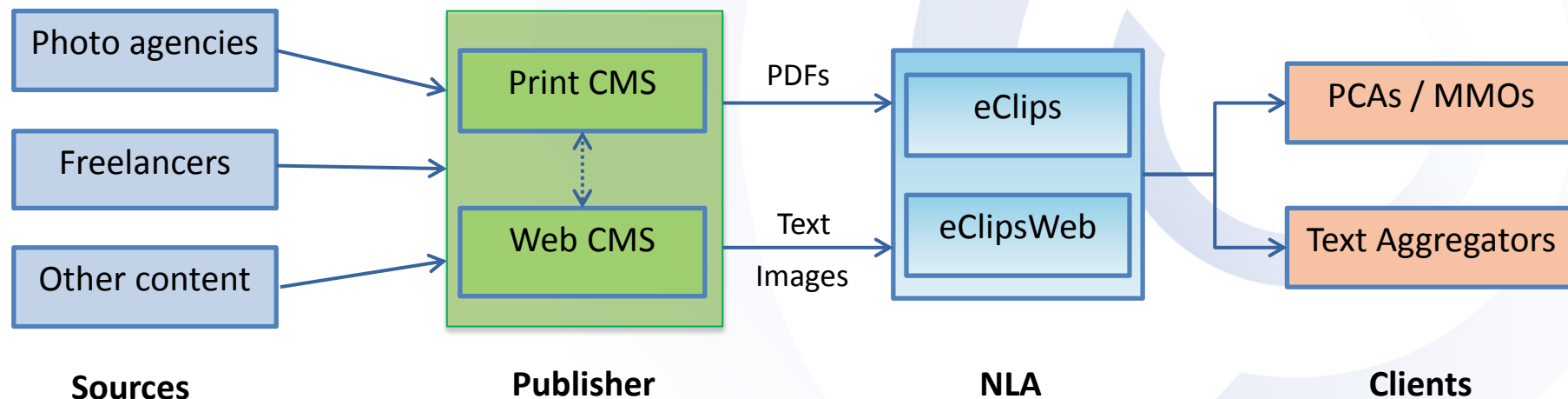
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- Print content – **600+** titles; **600,000** articles per month
- Web content - **150+** websites; **500,000** articles per month
- **17** UK and **20** International Press Cuttings Agencies (PCAs) + **25** text aggregators receive digital content 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



## NLA rights management – the current process



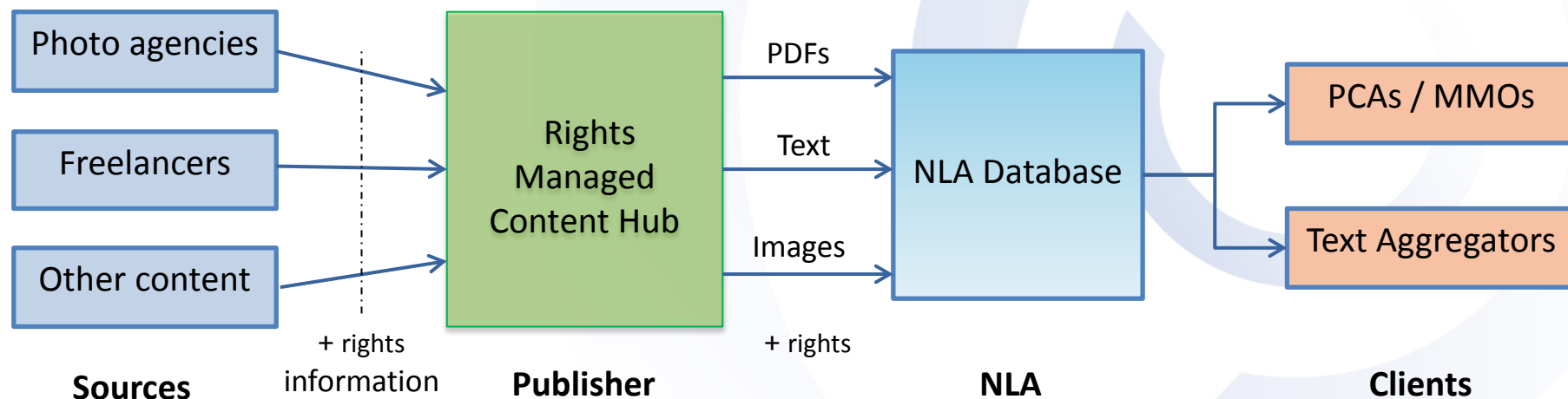
- Rights information not received from most sources
- Permissions held & managed on the NLA database
- Certain restrictions expressed within the XML
- Automated process for restricting content if fed by the publisher (Blocked authors)
- Manual process to manage rights & libel issues

## A potential use case

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- 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?

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- 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





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# Thank you

[www.nla.co.uk](http://www.nla.co.uk)  
[Blog.nla-eclips.com](http://Blog.nla-eclips.com)

[www.clipsearch.co.uk](http://www.clipsearch.co.uk)