



PLUS[®]
PICTURE LICENSING
UNIVERSAL SYSTEM



Brief Overview – PLUS Coalition

- Mission: *Simplify* and *facilitate* the *communication* and *management* of image rights.
- A collaboration between all communities engaged in *creating*, *distributing*, *using* and *preserving* illustration and photography.
- Non-profit, Neutral, Apolitical
- Global: participants in 94 countries



Who Is Participating in PLUS?

- **Creators:** photographers, illustrators.
- **Distributors:** stock agencies
- **Users:** book publishers, newspaper publishers, magazine publishers, web publishers, motion picture/TV, ad agencies, designers, the public
- **Cultural Heritage:** Museums, libraries, researchers, educational institutions
- **Other:** software developers, attorneys, picture researchers, artist reps, manufacturers, standards bodies, etc.



PLUS and IPTC

- PLUS and IPTC collaboration – 7 years.
- IPTC is a founding member of PLUS.
- IPTC and PLUS collaborate closely on image rights standards development.
- IPTC and PLUS exchange standards.
- PLUS Registry supports IPTC.
- PLUS participates in the Embedded Metadata Manifesto initiative.



PLUS Also Collaborating With:

- Linked Content Coalition
- Creative Commons
- Copyright Hub
- ODRL
- EIDR
- IDEAlliance
- Ad-ID
- VRA
- Adobe, and many others...



Users Communicate Rights...

- Before license transaction.
- During license transaction.
- After license transaction.
- Or, in the absence of a transaction.

Users Communicate Rights To...

- Offer rights
- Seek rights
- Research rights
- Grant rights
- Acquire rights
- Assert rights
- Use rights
- Manage rights
- All must be “frictionless”



Standards Must Express Licenses:

- By & Between Any & All PARTIES,
- In Any & All INDUSTRIES,
- In Any & All REGIONS,
- Under Any & All SCENARIOS,
- Under Any & All MODELS,
- Granted at Any & All TIMES,
- Past, Present and Future.



Standards Must Support All Models

- Rights Managed
- Royalty Free (many flavors)
- Creative Commons
- Industry-Specific
- Future Models...

Machine Readable Rights

- To what extent?
- Failure point: The point at which human interpretation is required.
- There is *always* a failure point.
- Goal: Machine readable -- *to the greatest extent practicable*.
- Maximize machine readability to increase efficiency, decrease costs and decrease liability.

Common Image License Parameters

- In what MEDIA?
- At what SIZE?
- In what QUANTITY of reproduction?
- Single or multiple VERSIONS?
- At which PLACEMENT/S?
- For what DURATION?
- In which REGIONS?
- In which INDUSTRIES?
- In which LANGUAGES?
- Under what type of EXCLUSIVITY?



Common Prohibitions & Duties

- License Start Date and End Date
- Media Constraints
- Region Constraints
- Product or Service Constraints
- Image File Constraints
- Image Alteration Constraints
- Image Duplication Constraints
- Model Release Status
- Minor Model Age Disclosure
- Property Release Status
- Credit Line Required
- Credit Line Text
- Adult Content Warning



Example: Royalty Free

- Usage in unlimited media, at unlimited size, in unlimited quantities, for unlimited time, worldwide.
- Simple? Unfortunately, not.
- Perhaps simple to OFFER AND ACQUIRE, but not simple to EXPRESS or MANAGE...



Royalty Free Prohibitions

- 10 Maximum Users
- Image file may not be stored on any network location accessible by more than 10 users.
- Image file may not be stored on any medium accessible by more than 10 users.
- Users must be employees, partners or clients.
- Image file may not be made available for download by third parties
- Image file may not be made otherwise accessible to third parties
- No use in electronic templates intended for third party use in electronic media
- No use in electronic templates intended for third party use in printed media



More Royalty Free Prohibitions

- No use on websites or other media used for "on-demand" products.
- User may not claim authorship/ownership of the image
- User's name may not appear in photo credit published in/on the image
- Image may not be used as pornographic material
- Image may not be juxtaposed with pornographic material
- Image may not be used in a pornographic context
- Image may not be used as defamatory material
- Image may not be juxtaposed with defamatory material
- Image may not be used in a defamatory context
- Image may not be used in a manner that violates any law/s or industry codes.
- Non-transferable
- Non-sub-licensable



More RF Prohibitions & Duties

- User must post terms and conditions on website prohibiting downloading the image for other than personal use and prohibiting republication, retransmission, reproduction or other use of the image.
- User must provide a photo credit (equal size, comparable placement, pre-specified format) to creator and licensor in all A/V media and in any editorial media.
- User must notify Licensor if User learns/suspects that any 3rd party who has gained access to the image through user is wrongfully using the image
- User must retain embedded metadata including copyright symbol, licensor name, image ID and other embedded metadata.
- Condition: User (and user's clients) must immediately stop all use of the image if licensor notifies user that a third party has made a claim for infringement.



PLUS Industry Standards

- Developed in an open process.
- Participation by all relevant industries, in 34 countries.
- Unbiased, Neutral, Apolitical
- Based standards upon actual licensing practices.
- All licensing models.
- Extensible to accommodate evolving practices.



PLUS Industry Standards

- **PLUS Glossary**
 - Universal definitions for licensing terms
- **PLUS Media Matrix**
 - Hierarchy of media and media usage options.
- **PLUS Packs**
 - Standardized rights bundles developed collaboratively by creators/distributors/clients.
- **PLUS License Data Format**
 - Universal framework for summarizing licenses
- **PLUS Media Summary Code**
 - Allows efficient machine readable expression of complex usage bundles.
- **PLUS Identifiers**
 - Handle IDs for parties, assets, licenses, documents.
 - Globally unique, persistent, multi-resolution.



PLUS Media Summary Code

- |PLUS|V0120|U001|1IAK1UNA2ALL3PAA4SAA5VAA6QAA7DAA8RAA8IAA8LAA9ENE|
- Usage: A
- Media: All Categories | All Media Types | All Formats | All Distribution Formats
- Placement: Any Placements on All Pages
- Size: Any Size Image | Any Size Media
- Version: All Versions
- Quantity: Any Quantity
- Duration: In Perpetuity
- Regions: Broad International Region | Worldwide
- Industries: All Industries
- Languages: All Languages
- Exclusivity: Non-Exclusive



PLUS Media Summary Code

- |PLUS|V0120|U008|1IAQ1UNA2BEE3PTK4SEJ5VUK6QEN7DWV8RCE8RSV8RDE8IED8ISC8LEN8LGE8LSP9EME9ERE|1IAL1UNB2EBT3PSM4SEJ5VUG6QDN7DYY8RWA8IED8ISC8LAA9ENE|1IAL1UNC2EPR3PPQ4SKG5VUG6QUL7DYY8RAA8IED8ISC8LAA9ENE|1IAQ1UND2ELK3PTK4SEJ5VVC6QEN7DWV8RCE8RDE8RSV8IED8ISC8LEN8LGE8LSP9EME9ERE|1IAL1UNE2GBY3PTK4SEJ5VUG6QFN7DYY8RAA8IED8ISC8LAA9ENE|1IAK1UNF2JAM3PRV4SAG5VUY6QER7DYC8RAA8ISC8LAA9ENE|1IAL1UNG2DEB3PPV4SLY5VUY6QGB7DZK8RAA8IED8ISC8LAA9ENE|1IAL1UNH2GUM3PPQ4SCF5VUY6QUL7DZK8RAA8IED8ISC8LAA9ENE|



PLUS Media Summary Code

- Media Usages: 8
-
- Usage: A
- Media: Editorial | Book | Textbook (Middle Reader) | Printed
- Placement: Multiple Placements on Any Covers And Interior Pages
- Size: Up To 1/2 Page Image | Any Size Page
- Version: Single Hardcover Edition
- Quantity: Up To 500,000 Print Run
- Duration: Up To 5 Years
- Regions: Northern America | USA and Canada; Latin America and Caribbean | El Salvador; Europe | Germany
- Industries: Education; Sciences
- Languages: English; German; Spanish
- Exclusivity: Exclusivity For Media; Exclusivity For Region



PLUS Media Summary Code

- Usage: B
- Media: Editorial | Book | Textbook (Middle Reader) | E-Book in Internet Downloadable File
- Placement: Multiple Placements on Any Interior Pages
- Size: Up To 1/2 Page Image | Any Size Page
- Version: Single Edition
- Quantity: Up To 100,000 Copies
- Duration: Up To 10 Years
- Regions: Broad International Region | Worldwide Excluding North America
- Industries: Education; Sciences
- Languages: All Languages
- Exclusivity: Non-Exclusive



PLUS Media Summary Code

- Usage: C
- Media: Editorial | Book | Textbook (Middle Reader) | E-Book in Internet Website
- Placement: Multiple Placements on Home Page And Secondary Pages
- Size: Any Size Image | Any Size Screen
- Version: Single Edition
- Quantity: Any Quantity
- Duration: Up To 10 Years
- Regions: Broad International Region | Worldwide
- Industries: Education; Sciences
- Languages: All Languages
- Exclusivity: Non-Exclusive



PLUS Media Summary Code

- Usage: H
- Media: Advertising | Periodicals | Magazine (Education Magazine) | Internet Website
- Placement: Multiple Placements on Home Page And Secondary Pages
- Size: Up To 1/4 Area Image | Up To 300 x 600 Pixels Ad
- Version: Multiple Versions
- Quantity: Any Quantity
- Duration: Up To 5 Years
- Regions: Broad International Region | Worldwide
- Industries: Education; Sciences
- Languages: All Languages
- Exclusivity: Non-Exclusive



Examples of Current PLUS Projects

- Developing version 2.0.
- Working with ODRL.
- Working with Linked Content Coalition.
- Assisting stakeholders with PLUS integration.
- Developing and testing PLUS Registry.



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