

Q&A for CIPR Members on new NLA PR Client Service Licence - November 2015**1. Do ALL PR agencies need a copyright licence?**

No. Only those supplying news clips to clients, or copying NLA content for their own internal commercial purposes will need a copyright licence.

2. What content is covered by an NLA licence?

NLA represents a large number of news and magazine publishers. Their copyright licences are non-exclusive. Companies therefore have two options (1) seek individual publisher permission for every copy or (2) subscribe to an NLA copyright licence, should they wish to copy publisher owned content.

3. NLA is introducing a new licence – what is it?

The new NLA licence is called the PR Client Service Licence. It will be available from November 2015 – it is for PR agencies supplying news clips to clients.

4. Who qualifies for the new licence?

PR agencies supplying news clips to clients. Typically, these agencies will be responsible for managing media relations on behalf of their clients and will be engaged in sharing news coverage with them directly.

5. What does the PR Client Service Licence cost?

It costs £194.00 per client email address. This fee grants the PR agency the right to supply clips to clients from the entire NLA repertoire, in whatever format clients require.

6. Why has this new licence for agencies and their clients been introduced?

The new licence may be attractive because it is simple in design and is charged at a fixed rate per client supplied. It automatically includes ALL NLA represented content, in whatever format it is delivered. It also provides budget certainty for the agency (as client numbers change) and clarity for their clients. This follows feedback received from CIPR members.

The new licence is designed to be an efficient and economical means of securing advanced copyright permission by a PR agency for its client use. The new NLA licence provides a simpler structure for PR agencies to understand and comply with as they grow. This, in turn, helps to provide greater budget certainty for agencies.

7. Are there limitations with the existing NLA Public Relations licences?

Yes, the current Introductory PR licence restricts client numbers (3 or less). When agencies grow beyond that (5 staff and 3 clients), they are obliged to subscribe to the more complex, itemised (by client), Standard PR Agency Licence.

8. What's the advantage of the new licence over the existing licences?

The new licence has the simplicity of the current NLA Introductory PR licence, the comprehensive rights associated with the Standard PR licence (without the need to itemise each by individual client).

9. What due diligence did the CIPR conduct on this new licence?

After being approached in January 2015 by the NLA as part of their consultation to develop the initial proposals for a new licence for small agencies, the CIPR fed back to the

NLA several points of development to seek further simplification towards a 'one-client / one-fee' structure for agencies of all sizes. This was based on on-going feedback from CIPR members to the CIPR policy team.

After continued dialogue, the NLA returned to the CIPR with the structure of the 'PR Client Services' licence, claimed by the NLA to be cost-neutral to end users.

To confirm this would be the case, the CIPR approached over 300 members in April 2015 to seek their permission to test any potential fee increases with actual end-users. The outcome of this exercise was that for 85% of the agencies or independent practitioners who gave the CIPR permission to speak to NLA on their behalf, the new licence would be either cost neutral, or would result in a fee decrease, ranging between 1% - 65% (est. £35 - £1,500 per annum). For the 15% who may see a fee increase, it would be of no more than 1% - 20% (est. £35 – £240 per annum) and also include the additional rights as bundled in with the new licence.

10. Is this the only NLA licence my PR agency will need?

Yes, if your agency employs 5 or fewer staff.

Yes, if your agency has 5 or more staff and there is no additional copying made over and above that supplied to clients.

No, if your agency has 5 or more staff and does any additional copying of NLA content, over and above that supplied to clients. For example, if you monitor the media for your own agency purposes and circulate clips amongst your staff, your agency will need a Business Licence and a Web End User Licence, if online content is also circulated. If your agency posts clips on their corporate website or social media page(s) they will need a Corporate Website Republishing Licence.

11. Is this the only licence cover my client will need?

For a large number of agency clients, the cover your agency secures for them under the PR Client Service Licence will be sufficient for their copying needs. This includes monitoring services and 'alerts' set up by your agency, on behalf of your clients. However, your clients' licence cover is limited to content you supply to them.

If your client wishes to: (1) circulate what you send them, more widely, or (2) post the clips on their own website then they will need a Business Licence for 1 (internal copying) and a Corporate Website Republishing Licence for 2 (external copying).

12. I have an NLA PR Licence already. Will I have to switch to the new licence?

No. NLA existing licence holders will have the choice of remaining on their existing NLA Public Relations licence or transferring across to the new licence on their licence renewal date.

13. On average, what are the fee differences on the new PR Client Services licence versus the old PR Licence?

<i>Agency Staff</i>	5	8	18	60	250
<i>Number of clients</i>	4	6	11	12	31
<i>Agency copying additional licences required?</i>	No	Yes subject to the agency's business copying activities	Yes subject to the agency's business copying activities	Yes subject to the agency's business copying activities	Yes subject to the agency's business copying activities.
<i>PR Client Service Licence fee (ex VAT)</i>	£776	£1,164	£2,134	£2,328	£6,014
<i>Avg. fee difference</i>	£-113	£240	£-507.00	£-1,459	£-1,429

14. What does NLA gain from this initiative?

NLA has assured the CIPR that it does not envisage financial gain as a result of this change. However they anticipate that this licence will be attractive to existing and new agencies and encourage agency and client compliance. That has been their experience when introducing simpler, 'all inclusive rights' licences in the past.

15. How many companies will be affected by the licencing changes?

Currently under 1400 PR agencies hold a copyright licence with the NLA. The new licence will be available to all PR agency clients on their licence anniversary and new PR agencies applying for the first time, can subscribe to the licence from 18 November 2015.