

Information for your MMO & MI Clients

Who are CLA?

As a regulated, not-for-profit organisation, CLA is recognised by the UK government as a collective management organisation for published material. We exist to support knowledge sharing, protect your company, and champion the creative ecosystem. Our revenue is distributed to our member organisations who pay royalties directly to copyright owners – authors, publishers and visual artists. CLA has generated more than £1.5bn in licence revenues over 40 years, and distributed to over 200,000 publishers and content creators.

How does this affect my media monitoring service?

Media Monitoring and Media Intelligence companies require a specialist CLA licence in order to provide CLA publisher content to their clients, whether that is in print or website form. As part of that licence they are required to provide us with reports which outlines who their clients are and what content they have been provided with. These reports from the MMO help CLA to ensure that clients are properly licensed and provides usage data which assists in sharing royalties with publishers. Your organisation's contact details are also supplied as part of those reports and you should expect that a CLA representative will be in touch at some point to discuss either a new licence or a renewal of your existing licence.

Does my media monitoring providers licence cover me for copying?

MMOs can provide basic CLA cover for their clients as part of their own licence, which means that in certain cases a client will not require a licence, but in most cases you will require a licence. It is each organisation's responsibility to ensure they are correctly licensed and meeting the terms of their licence. Your MMO can cover you for:

- Cover for each hardcopy article, photocopy or fax provided (no further copying permitted).
- Cover for the electronic delivery of the first copy of an article, via a link, to a single internal user.
- Snippet Links to CLA covered web content, when accessed once by a single user and one paper copy made (which cannot be copied further).



What Licence will I need?

The CLA licence you require will differ depending on your needs. It is important to remember that when you discuss a CLA licence with a member of our team, your licence may need to cover activity outside of your MMO services – for example if you make further copies, or supply coverage to external clients. Below is a broad guide to the different CLA licences and what they cover, but broadly the 2 key licences are the Business Licence (of which there are variations) or the Media Consultancy Licence.

Why do I need a CLA Licence and a NLA Media Access Licence?

NLA Media Access and CLA are mandated by different rightsholders and publishers to represent different content sets. CLA also works with NLA to act as the exclusive agent for all NLA's UK education licensing.

What titles does CLA cover?

If you would like to check what titles and websites CLA cover as part of their licence, our check permissions tool can be found on our website: www.cla.co.uk/check-permissions

Can you tell me more about the Business Licence?

The Business Licence is required if any of your staff make copies from any of the 16 million-plus print or online publications that CLA represents. Making copies includes scanning, emailing, uploading to a central server, sharing press cuttings, emailing a journal article or even making a photocopy or scan from a book or trade magazine will require a licence.

CLA have developed sector-specific extensions to the CLA Business Licence tailored to your sector's needs. These include Health, Pharmaceutical, Hotels, Law and Local Government. Be sure to speak to the team when discussing your licence and the right options for your business.

Further information can be found at: www.cla.co.uk/business-licence

Can you tell me more about the Media Consultancy Licence (MCL)?

The CLA Media Consultancy Licence is specifically designed for PR Agencies. It is required as an add-on to the CLA Business Licence. This gives an agency cover to supply copies of a print or web articles either directly or via an MMO, to their clients. The fee is based on the number of clips sent to clients per annum.

Further information can be found here: www.cla.co.uk/licence-for-media-agencies

How do I know if a media monitoring or media intelligence provider is licensed?

You can find a list of licensed media intelligence businesses here on our website: <https://cla.co.uk/cla-products/business-licence/media-monitoring-organisation-and-media-intelligence-licence>.

If you use a media monitoring or intelligence organisation who is supplying CLA content without an appropriate licence, then this content is not indemnified or protected by copyright law. As you may be aware, CLA is regulated by the UK government. Using a media monitoring or intelligence service that is not appropriately licensed may expose your company to risk of interruption of service, or at worse – risk of legal action.

Who can I speak to about a CLA Licence?

For further information, please visit our website at www.cla.co.uk/do-you-need-a-licence or call us on 020 7400 3100



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