



Supporting journalism



NLA media access announces simplified copyright licensing for PR agencies

London, 17 November 2015 --- NLA media access has today announced the launch of new, simpler copyright licensing for PR agencies supplying news clippings to their clients.

The change will see the two current PR agency licences offered by the NLA, the Introductory PR licence and PR agency licence, supplemented with a single flat-rate fee model, the PR Client Service licence, for all PR agencies regardless of size. This will provide much greater certainty for agencies around licensing costs, particularly with respect to client on-charging.

The new PR Client Service licence also comes with additional usage rights, providing copyright cover for all NLA titles across all platforms, including online.

David Pugh, Managing Director NLA media access, said:

"In 2014 we responded to an agency request to review our current PR consultancy licences. Working with the PR industry, we believe the new licence will create a simpler system that offers agencies, including smaller ones, simpler administration AND greater certainty over their costs".

The announcement follows several months of consultation, review and financial modelling by the NLA with the support of industry trade body CIPR and individual PR agency members, including Coast Communications.

Matt Appleby, Chair of the CIPR Policy & Campaigns Committee and Managing Director of PR Agency Golly Slater said:

"This new simplified structure for PR agencies is a welcome first step in the right direction in addressing the complexities of copyright licensing in the UK.

After receiving repeated and regular feedback from members concerning the complication of newspaper licensing, I am pleased the Institute has been able to challenge NLA Media Access to cut the red tape without passing the cost on to licence holders."

Matt Baldwin, MD, Coast Communications said:

"It is great to see that the NLA responded to our request to review the licencing framework for PR agencies supplying news clippings to their clients. As a smaller PR agency, the new flat fee is simpler and provides greater certainty over licensing costs as we continue to grow".

The new licence will be phased in over a number of months, with individual NLA clients given the opportunity to switch at contract renewal.

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For further information please contact:

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About NLA media access

NLA media access represents the intellectual property rights of major publishing brands in the UK media monitoring market. These include 2800 newspaper and magazine publications and over 2,000 web titles.

NLA media access gives permission for organisations to copy from an extensive range of newspapers, magazines and websites and provides database services to both media monitoring agencies and publishers. Through licensing the NLA enables businesses to access the news content they need in the most effective and copyright compliant way, and ensures that publishers are rewarded for their investment in journalism.