



LICENSED TO CLIP

Introduction ³



Our Mission is to:

- Create awareness and understanding for relevant copyright laws and the need to have a license when reproducing and redistributing articles from copyright publications.
- Conclude licensing agreements for the production and distribution of press cuttings.
- Mediate between users and relevant right holders for extended use.
- Efficiently collect royalties from licensees and distribute these among relevant rights holders.
- Monitor licensees and (online) copyright infringements.
- Inform right holders of developments in the market and advise on policy regarding reproduction and distribution rights.



Facts and Figures

Currently we collect royalties for cuttings from 2000 publications (newspapers, magazines etc).

55% of publications belong to some 30 large publishing houses.

45% of publications belong to hundreds of small publishers.

We collect € 1,7 mln in royalties yearly

Licenses



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CLIP is a licensing and collecting agency only: we do not distribute any content from newspapers or magazines.

Currently we grant – on behalf of rights holders - licences for:

1. Commercial cutting services
2. Documentation and Library Services (Government Agencies)
3. Limited internal use of digital press cuttings (Companies etc)
4. Printed collections of press cuttings (Companies etc)



Licence for Commercial Press Cutting Services

The selection and production of press cuttings from newspapers and magazines in electronic or printed form for distribution to persons outside the licensee's own business or organisation.

- customers: Press Cutting Services AND PR companies
- max 10% of editorial content per daily / weekly issue
- royalty fee of 25% of sales price per clipping: average: € 0,60
- may sublicense customers for limited internal use.

Licence for Documentation and Library Services

The selection, production and archiving of articles from magazines. Distribution is limited to persons within the licensee's own organisation.

- customers: government agencies
- royalty fee of € 2,32 per archived article
- compulsory to report data per Quarter

Licence for Internal Use of Digital Press Cuttings

The selection, production and archiving of digital press cuttings from for distribution only to persons within the licensee's own organisation.

- customers: companies, institutions, etc
- maximum of 3.000 articles up to total fee € 10.500 per annum
- max of 10% of editorial content per issue (additional restrictions apply or certain publishers)
- article fee **€ 0,60** per article *
- user fee **€ 0,06** per article per 'effective' user
- archive surcharge € 0,30 per article when archived in an electronic retrieval system > 30 days after first publication date
- compulsory to report data per Quarter

Licence for Printed Collections of Press Cuttings

The selection and reproduction of printed / reprographic (printed) collection of press cuttings and distribution only to persons within the licensee's own organisation.

- customers: companies, institutions, etc
- royalty fee **€ 0,045** per photocopied press clipping.
- compulsory to send in copies for monitoring

For commercial use of printed collections of press cuttings an article fee of € 0,60 per article per customer applies.

Collecting Royalties

Royalties collected in 2008:

Commercial Press Cutting Services:	€ 1,5 million
Government Agencies:	€ 50.000
Companies, etc.:	€ 140.000



Communication channels ⁴

Website



A screenshot of a Microsoft Internet Explorer browser window displaying the CLIP website. The browser's address bar shows 'http://www.clip.nl/'. The website has a red background. At the top, there is a navigation menu with links for 'CLIP', 'Bestuur en bureau', 'Contact', 'Licentiehouders', and 'Links'. A pair of scissors icon is positioned over the 'CLIP' link. The main content area features the CLIP logo on the left, a list of menu items (Home, Informatie voor gebruikers, Informatie voor rechthebbenden, Nieuws, Wetgeving en jurisprudentie), and a large image of a woman's face. To the right of the image is a text box with the headline 'KNIP JEZELF NIET IN DE VINGERS' and a sub-headline 'Welkom op de site van CLIP.' Below this is a paragraph of text explaining the website's purpose. At the bottom left, there is a logo for 'pro' (Publicatie- en Reproductierechten Organisatie). A '[english]' link is located at the bottom right of the content area. The browser's status bar at the bottom shows 'Dia 17 van 18', 'Standaardontwerp', 'Nederlands (standaard)', and 'Internet'.

Contact



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