



Your guide to
Collective Licensing

Generating
an increasingly important revenue stream

Enabling
copyright compliance for licensees

Strengthening
and promoting copyright awareness



Publishers Licensing Society

Find out more: www.pls.org.uk

About collective licensing

The Publishers Licensing Society (PLS) represents the interests of publishers in collective licensing, providing a variety of rights management services.

If you are a publisher of books, magazines or journals, whether based in the UK or abroad, you can sign up with us to license copying of extracts from your titles.

What is collective licensing?

Collective licensing offers a simple and cost effective solution for those who wish to copy from published materials without breaking the law, and also for rightsholders where direct licensing is inefficient and not cost effective.

How does it work?

Blanket licences are issued to users in the education, public and business sectors which allow them to copy extracts from a broad range of titles in return for a licence fee, so providing convenience and excellent value for money.

Data showing what titles are being copied under the licences is collected largely through sample surveys and reporting by licensees. The resulting data informs the distribution of the blanket licence fees to

publishers, authors and visual artists. The publisher's share of the licence fees is paid by PLS to the publishers whose publications have been shown to have been copied.

Why sign up?

- Receive fair payment for copying.
- Join 3,300+ publishers signed up with PLS.
- Save having to deal with multiple requests for secondary copying.
- Strengthen and promote copyright awareness.

Our governance

PLS is a not-for-profit company limited by guarantee. We are owned and controlled by the trade associations representing publishers' interests: the Association of Learned and Professional Society Publishers (ALPSP), the Independent Publishers Guild (IPG), the Publishers Association (PA) and the Professional Publishers Association (PPA).

£33.8m

distributed to
publishers

(2014–15)

Our Vision

To provide efficient and effective copyright and licensing solutions to support publishers in providing access to their content.

Our Aims

We aim to achieve our Vision...

Through collective licensing by:

- Facilitating access to the widest possible repertoire through the most appropriate licensing channels;
- Representing publishers' interests in licensing the use of their works on a collective basis, both in the UK and overseas;
- Ensuring publishers are remunerated for the use of their publications;
- Maintaining publishers' rights data to the highest standards;
- Distributing revenue generated from collective licensing regularly, diligently and accurately.

Through wider services by:

- Continuing to adapt to new technologies and to develop new services in response to publishers' needs, whether economic or political, using our technical rights management framework (PLSe);
- Promoting a strong copyright framework and a better understanding and awareness of copyright amongst publishers.



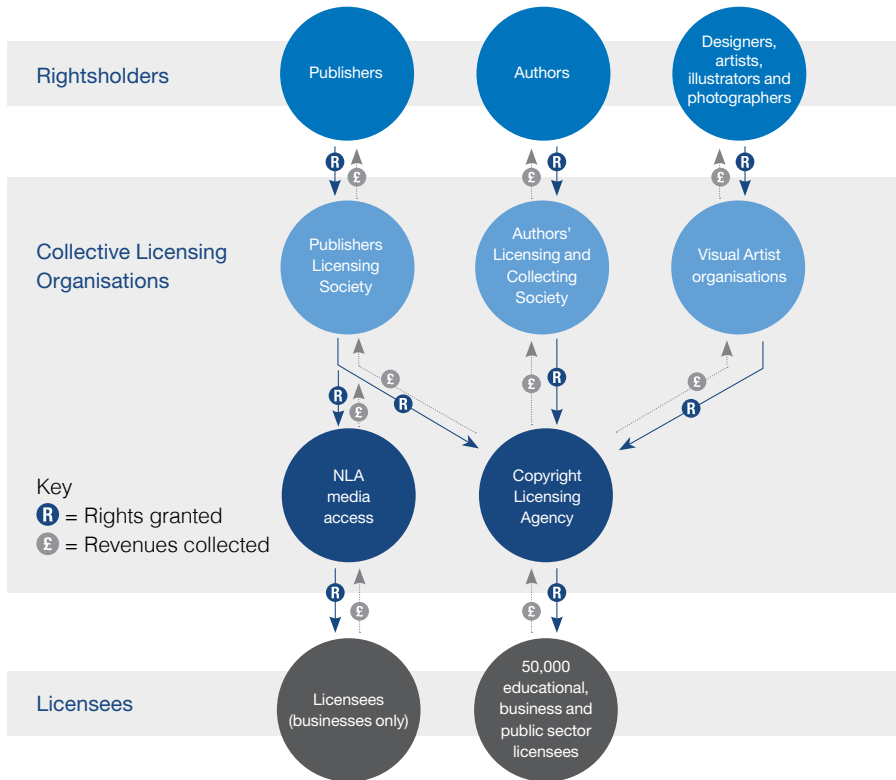
Our Values

At PLS, we uphold the following principles:

- Transparency
- Efficiency
- Responsiveness
- Accountability
- Collaboration

The bigger picture

PLS works with several different organisations to facilitate collective licensing. See below for an overview of how we all work together.



How we license

How we work

- PLS appoints licensing organisations to license the rights granted to PLS by publishers on a collective basis.
- PLS currently licenses through the **Copyright Licensing Agency** (CLA) and, in the case of magazine publishers who instruct PLS accordingly, through **NLA media access** (NLA) for business and government licensing.
- In addition to licensing the rights of publishers granted to PLS, CLA is authorised to license the rights of authors (granted to the Authors' Licensing and Collecting Society ALCS), and the rights of Visual Artists.

About our licensing agents



Copyright Licensing Agency

- **Licences: what is covered?** The Copyright

Licensing Agency (CLA) licenses organisations to copy and use limited extracts from books, magazines, journals and websites. The copying limits are generally one chapter of a book, one article from a periodical or up to 5% of a work (or the equivalent proportion of a website), whichever is the greater.

- **Sectors:** CLA licenses schools, universities, colleges, government departments, local authorities, the NHS, other public bodies and a wide variety of businesses in the UK. CLA also licenses

reproduction rights organisations abroad with which CLA has a bilateral agreement for the use of overseas rights.

- **Deductions:** CLA makes deductions from the licence fee income for their administrative fees (11%) and for authors and visual artists (see paragraph 2 of our Distribution Charter) with the result that publishers have no obligations to pay other rightsholders with respect to monies received from PLS for CLA licensing.



NLA media access

- **Licences: what is covered?**

NLA media access

(NLA) licenses organisations to copy and use limited extracts from magazines and newspapers.

- **Sectors:** NLA licenses businesses, media monitoring organisations, PR agencies, the public sector and charities on behalf of magazine publishers.
- **Deductions:** NLA makes deductions from the licence fee income for their administrative fees (20%). PLS also makes deductions for authors and visual artists (see paragraph 2 of the Distribution Charter on www.pls.org.uk) with the result that publishers have no obligations to pay other rightsholders with respect to monies received from PLS for NLA licensing.

Other services



Managing your collective licensing revenue

PLSe is a user-friendly online account management tool, available free to all publishers signed up to PLS. It is a convenient and easy way to manage your secondary licensing revenue providing:

- **Control:** Make the most of collective licensing by managing your repertoire and licensing options.
- **Intelligence:** Analyse and plan ahead using our detailed reporting tools.
- **Convenience:** All the tools you need to manage your involvement in collective licensing, in one simple online account.



Login to PLSe from our homepage:
www.pls.org.uk



Access to academic research in public libraries

Access to Research gives free access to over 15million academic articles in public libraries across the UK. More than 80% of UK local authorities have signed up.

- Be part of this popular and well-received initiative.
- Open to all academic publishers with digitised content.
- Taking part supports the Finch Group recommendation to provide free access to journals in public libraries.



Take part: Email us on
accesstoresearch@pls.org.uk



Making permissions straightforward

PLSclear is a web-based tool that streamlines the permissions process. So, whether you need to seek permission to reuse someone else's content, or if you are receiving requests to have your content reused, PLSclear can help you to:

- **Focus on more profitable work** by automating free of charge permissions.
- **Work efficiently** through one simple dashboard.
- **Save time** with our uniquely reliable database of rights holders, which identifies the rightsholder 9 times out of 10.



Get started: www.plsclear.com

THE PUBLISHERS ASSOCIATION

Tackling online piracy with the Copyright Infringement Portal

Worried about your titles being copied illegally? Want to do something about it?

Then the Copyright Infringement Portal, a service from The Publishers Association that helps the publishing industry tackle the problem of online infringement, can help.

There is also a **25% discount*** available to publishers signed up with PLS.



Sign up: www.pls.org.uk/Portal

* Terms and conditions apply. See www.pls.org.uk

Top tips

1. Make the most of collective licensing through your PLSe account

The simple and intuitive service allows you to:

- **Analyse** your licensing revenue with our interactive Revenue Dashboard.
- Take advantage of **new licensing** opportunities.
- **Set pricing** for pay-per-use licences.
- Ensure your titles are fully available to licensees and users by keeping your title list up to date.
- Get a **full breakdown** of all PLS payments.
- Find out **how your titles are being used** by Higher Education institutions.
- **Sign up** to new services.

2. Learn more at our events

We offer a variety of opportunities to meet the team and get more information about collective licensing and how your business can benefit.

- **Introduction to Collective Licensing seminars**
An in depth overview of how collective licensing works, how you can benefit and what other services we offer.
Run monthly.
- **Book Fairs**
We attend London and Frankfurt Book Fairs annually – take this opportunity to meet with our team to discuss your account.

• Permissions workshops

Our permissions workshops help you to: manage your permissions more effectively; maximise income generation; and think more strategically about rights licensing. Run quarterly.

• Webinars

Our webinars help us reach publishers from across the UK, from the convenience of your computer. Topics include getting the most from collective licensing, practical rights management tips, and more. Run quarterly.



To book, visit

www.pls.org.uk/news-events

3. Stay in touch

- Look out for our regular eBulletins, which will keep you up to date on consultations, new licensing opportunities and additional services that may benefit you.
- Follow us on Twitter at @PLSlicensing for latest news and events.

NEXT STEPS

For more information on any of the above contact us at pls@pls.org.uk

Sign up with PLS



Signing up with PLS is quick and easy - and it's free!

1. Complete our Publisher Account Form to sign up. You can either:
 - Sign up with us online at www.pls.org.uk/signup (or scan the QR code)
 - Or you can request a printed Publisher Account Form to complete by emailing accountform@pls.org.uk
2. Make sure you have read our Terms & Conditions, Distribution Charter and Code of Conduct before you sign.
3. Complete and sign the Publisher Account Form.



4. Return the signed form, together with a list of your titles, to: PLS, 5th Floor, Shackleton House, 4 Battle Bridge Lane, LONDON SE1 2HX (Ref: Account Form).
5. One of our team will then be in touch to run through security, address any queries and activate your account with us.

DON'T FORGET

Once you have signed up with PLS, it is important to manage your account with us to ensure you get the most from collective licensing.

For Top Tips on how to do this, see p7.

PLS is owned and directed by:

