Implementing copyright protection and streamlining licensing

Abbie Enock, CEO, Capture Ltd
• 1,200 billion digital images taken in 2017 – mainly from smart phones

• Cyberspace is awash with content – and most is not valuable/valued

• But our industry is based on the value of this content – monetary or otherwise

• Differentiation is everything – and Capture supports Copyright Hub’s quest for a globally-recognised e-copyright symbol, and connecting creators with licensors

• It’s a journey!
Back-office - Capture MEDIA MANAGER ‘registers’ asset with Copyright Hub, and embeds the returned HubKeys.

Front-end – Capture WEBSITE 3.0 shows e-copyright symbol on assets.

Capture DESK – research tool checks for HubKey...

... which resolves to front-end websites (including Capture WEBSITE) at point of purchase.
capture™ | Back-office screen grab

37 - Luxor - Egypt - Abbie Enock

23 - Istanbul - Turkey - Abbie Enock

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Metadata is key in streamlining licensing

Every stage of the asset life-cycle has a different focus

- **Creators and copyright owners** – what rights to allow; how to track them ... and get paid.
- **Agents, libraries, distributors** – what rights to allow; how to represent creators; how to track usages ... and get paid/pay out.
- **Individual researchers** – that’s a nice image!
- **Customers** – e.g. publishers ... what have we got; finding it fast; using it correctly; repurposing safely.
SUBMISSIONS

WEBSITE

MEDIA MANAGER

DISTRIBUTION & LIVE

CRM

KEYWORDING

FINANCE & ROYALTIES

REPORTS

API

CAPTURE DESK (media research)

Front end

Back-office

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Licensing and monetisation engine

- Keep it simple – Amazon-style experience
- Think out-of-the-box for other ways of delivering content to your clients
- Think of your CUSTOMERS
Committed to copyright protection

• capture MEDIA MANAGER – includes FREE ‘VAULT’ tech for asset registration with registries and security services. Encourages best practices. Built to be extensible.

• Commitment – to facilitate all copyright standards and asset registration and security services in our systems as they emerge.

• Partnership – to build, collaborate with, integrate with cutting edge technology as it comes on stream.
Thank you

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