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Implementing copyright protection and streamlining licensing

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- 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!




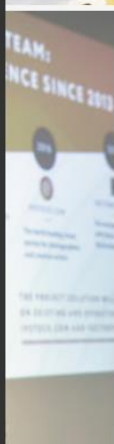


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captureTM | Copyright Hub Integration points

- 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.



Live from CEPIC 2018

CEPIC 2018 @ Maritim proArte hotel, Berlin
info: www.ceplic.org

Powered by capture LIVE

Date created:
17-04-2018

Filename:
IMG_5802

Rene Fluger / Cepic





capture™ | Back-office screengrab

☐ Show 3 selected

☐ Show Only Archived

☐ Lead Assets Only

select all

clear all selected

invert page selection

delete

edit assets

edit via keyworder

edit business

edit rights

rotate left

rotate right

archive

publish

republish data only

unpublish

Register: Copyright Hub

auto-set keywords

download assets

save as sets

remove from set

save as features

save as tag

add to tag

remove from tag

remove from hot folders

add to catalogue

remove from catalogue

add releases



add to invoice

add to delivery note

add to basket

add to lightbox

save as lightbox

				<u>Date created</u>
<input checked="" type="checkbox"/>	 37 - Luxor - Egypt - Abbie Enock			05-11-1990
<input checked="" type="checkbox"/>	 23 - Istanbul - Turkey - Abbie Enock	23	Intricate tiled wall pattern.	15-09-1991

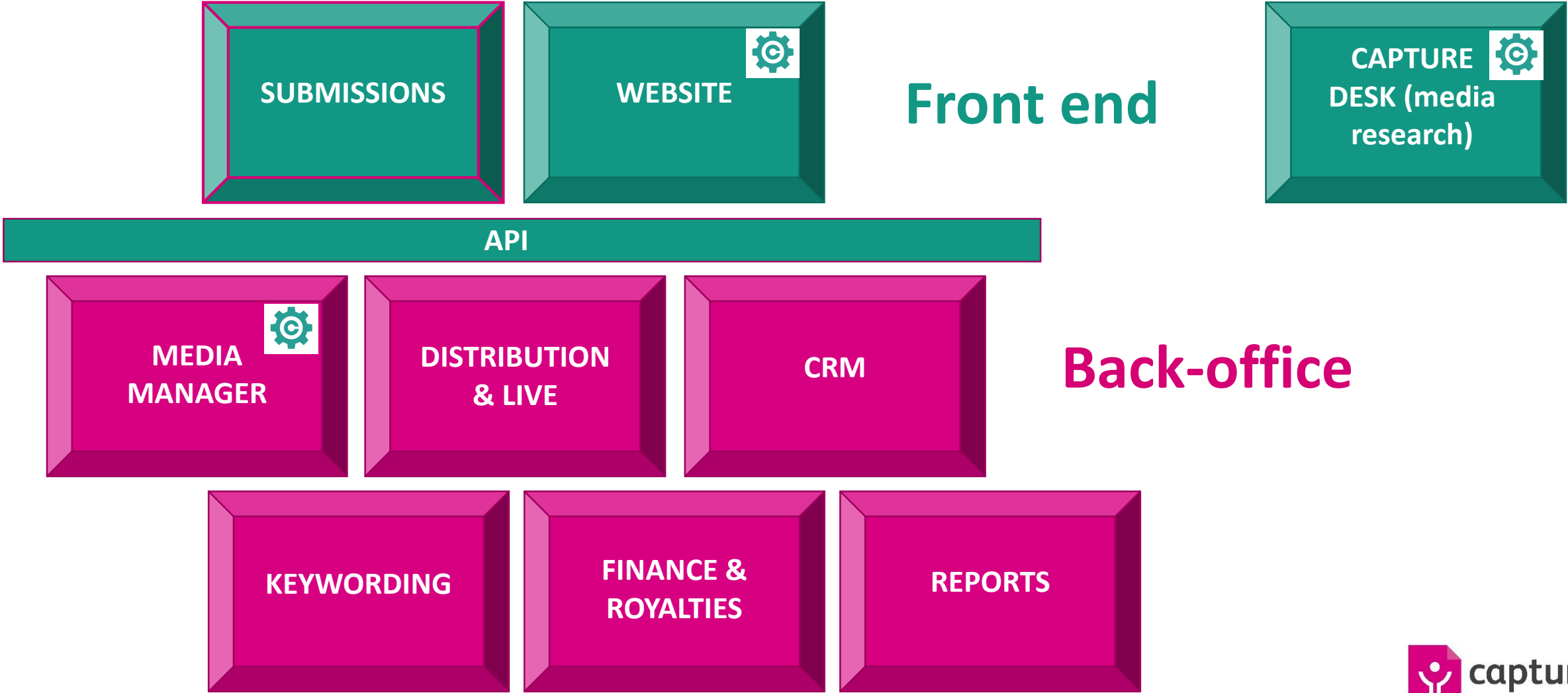


Metadata is key in streamlining licensing

Every stage of the of an 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.

capture™ | Copyright machine



capture™ | Licensing and monetisation engine



Photo Title

Keywords

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur."

Filename: 736354267.png
Dimensions: 2400x1280px

© Christopher Jenkins 2017

STANDARD ROYALTY FREE LICENSES

<input checked="" type="radio"/> Small	867x577px 12x8" 72dpi	£15.00
<input type="radio"/> Medium	867x577px 12x8" 72dpi	£30.00
<input type="radio"/> Large	867x577px 12x8" 72dpi	£75.00

EXTENDED LICENSES

<input checked="" type="radio"/> Unlimited Print	£1500.00
<input type="radio"/> Products for Resale	£3000.00
<input type="radio"/> Multi-Seat (Unlimited)	£7500.00

BUY IT NOW

MORE FROM THIS COLLECTION

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



capture[™] | 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.



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Thank you

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