



The MOCA

Ministry of Copyright · Cultural · Creators' Assets

IPTC Metadata Conference

How to Apply Rights Metadata Properly

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Licensing Think Tank Consultancy

The MOCA: Ministry of Copyright, Cultural and Creators' Assets is a leading international business consulting company specialising within the media industry. We are experts in copyright legislation, technology and business affecting the creative industry providing strategic and operational advice alongside automated technical solutions to deliver successful sales opportunities and increased brand exposure for your work.



Legislation



Technology



Business



Extended Collective Licensing (ECL)

On 1 October 2014, regulations to introduce Extended Collective Licensing into copyright legislation¹ came into force under a secondary statutory instrument in the UK.

- Must be an existing approved licensing body in the UK
- Will affect any rights-holder who sells their work in the UK, including International Agencies
- Secretary of State (SoS) will decide who is awarded an ECL scheme
- Public announcement by SoS 14 days after application submitted – minimum 28 days for comments from relevant parties
- One ECL Scheme will be granted in each sector, however a applicant can apply for multiple schemes in different sectors



Authorisation will only be granted to a UK company if:

- The applicant must be an approved licensing body
- They have a significant representation amongst their membership
- There is a (regulated) code of practice in place, including concerning the protection of non-member right holders
- The opt out arrangements, including those for multiple works, are adequate to protect the interests of right holders
- Must have total transparency and accountability



The MOCA ECL Survey

Sample Results:

- 57% of respondents had concerns that ECL would be a direct threat to their business,
- 96% said they were unhappy for others to use their work for commercial use without their direct prior permission;
- 43% said they would elect to opt out their works entirely from an ECL scheme.



Metadata

System Overview

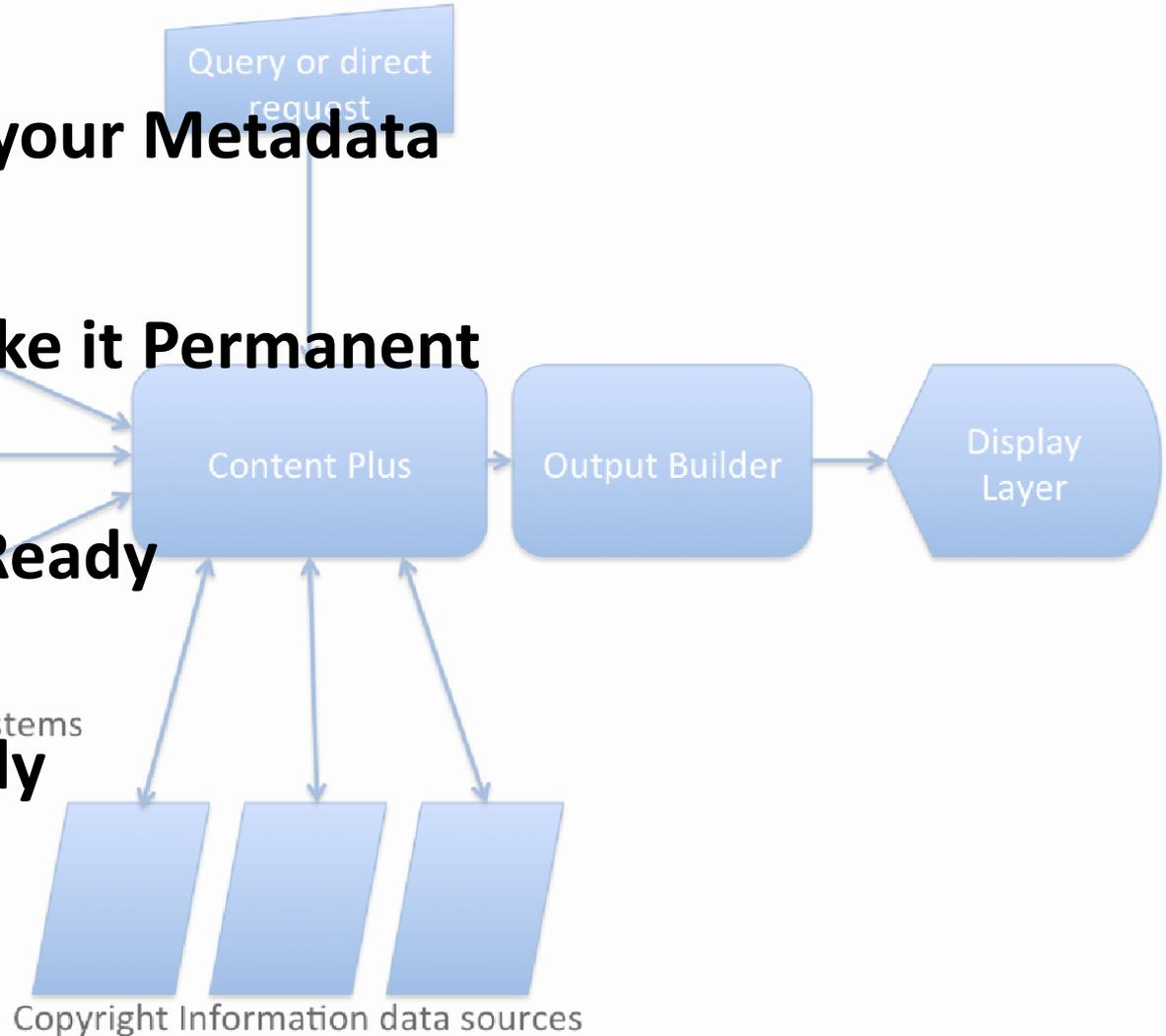
- **Protecting your Metadata**

- **How to Make it Permanent**

- **Metadata Ready**

- **Rights Ready**

Digital Asset storage systems





MOCA Offering

- Continue Dialogue with:
 - Tech Companies / Standard Bodies / Rights Holders / CMOs / Government / Funders
- Workshops:
 - Face to Face / Skype
- Technical solutions for protecting your metadata and turning the treat of automation and ECL into an opportunity
- Managing the tensions between Direct Licensing & Collective Licensing



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PROTECT YOUR METADATA

“Fail to Prepare / Prepare to Fail”

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