



# REGIONAL WORKSHOP ON THE DISRUPTION IN THE DIGITAL CREATIVE ECONOMY

August 2018

THE SOLUTION

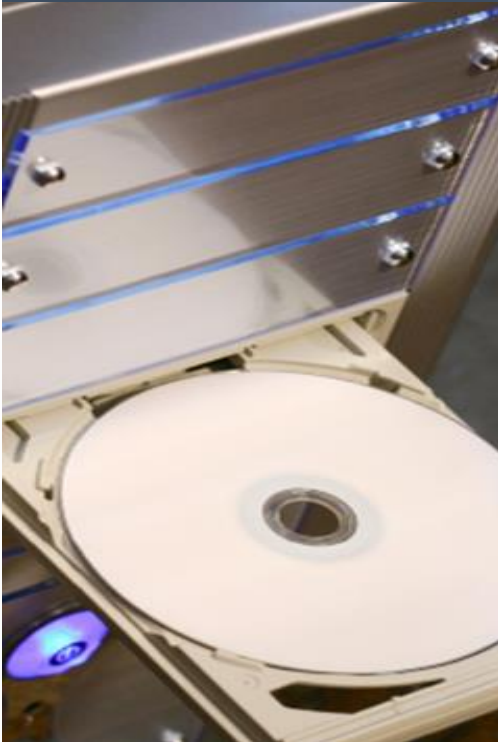
FOR MOTION PICTURE COPYRIGHT COMPLIANCE



- Argentina
- Australia
- Austria
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- Uruguay

# Copyright and Distribution Channels

## Reproduction & Distribution



Home Entertainment

## Communication & Transmission



Television Broadcast

## Public Performance & Exhibition



Theatrical & **Non-Theatrical**

- Argentina
- Australia
- Austria
- Brazil
- Canada
- Chile
- Colombia
- Costa Rica
- Denmark
- Dominican Republic
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# Theatrical Exhibition – Evolving Technology



- Argentina
- Australia
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- Brazil
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# Non-Theatrical Exhibition – Evolving Technology



bwc296402 Barewalls ©



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# Title-by-Title (TBT)

Appropriate where licensee wants to:

- Advertise to the General Public
- Charge a Fee for the Movie
- Perform to a Large Audience

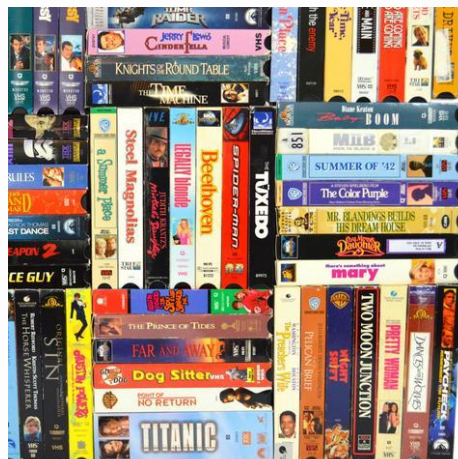
**It is a specific license usually for a one-time event.**



# Non-Theatrical Exhibition – Evolving Technology



“I say to you that the VCR is to the American Film Producer and the American Public as the Boston Strangler is to the woman home alone” – Jack Valenti, 1982

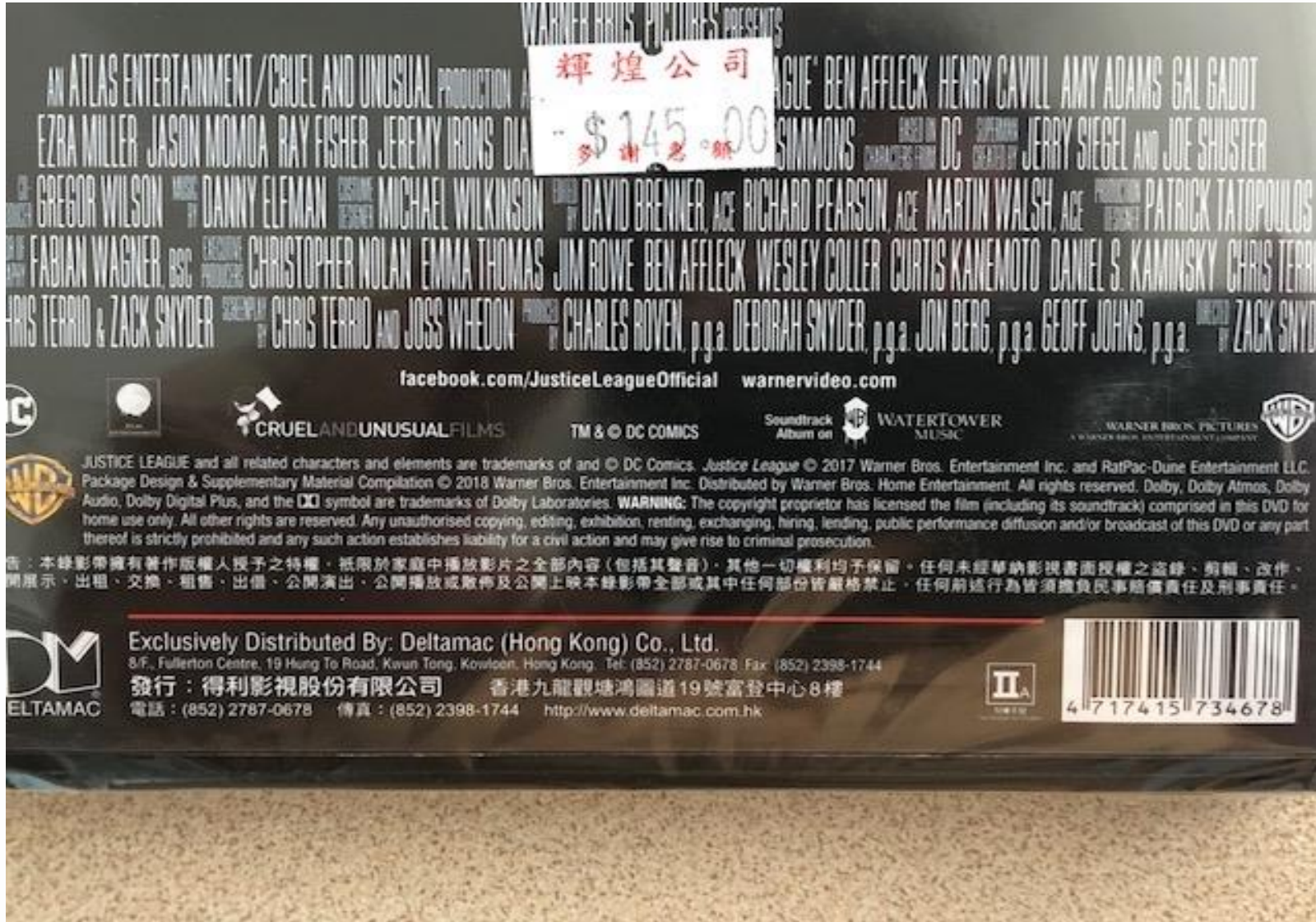


# For Private Use Only



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# The Umbrella License

MPLC grants an Umbrella License to organizations and enterprises for their non-commercial, public exhibition of film and television content from any source intended for personal, private use.

- Location: Public, semi-public places
- Fees : Annual fee charged to organizations
- Content : Any feature film or television episode/series
- Media: Any distribution service intended for personal, private use

**The Umbrella License works because we don't force consumers to change their behavior.**



# Non-Theatrical Exhibition – Evolving Technology



muvi

HOOQ™

YouTube TV



CATCHPLAY



hulu™



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# For Private Use

## 4. Netflix Service

4.1. You must be 18 years of age, or the age of majority in your province, territory or country, to become a member of the Netflix service. Minors may only use the service under the supervision of an adult.

4.2. The Netflix service and any content viewed through the service are for your personal and non-commercial use only and may not be shared with individuals beyond your household. During your Netflix membership we grant you a limited, non-exclusive, non-transferable right to access the Netflix service and view Netflix content. Except for the foregoing, no right, title or interest shall be transferred to you. You agree not to use the service for public performances.

# For Private Use

## 6. iflix!

**This is the part where, if you're a minor, you won't be too happy about. You must be 18 years old and above, or the legal governing age as decided in your province, territory or country, to become a member of iflix. Individuals under the age of 18, or applicable age of majority, may access iflix only with the involvement of a parent or legal guardian, under that person's account and otherwise subject to these Terms of Use. You also must be this high to ride this entertainment pony. By installing iflix, you agree to play by our rules and for us to process your information for the purpose of account creation. Data charges may apply.**

**iflix, and anything viewed on it, is for your personal (and very non-commercial) enjoyment/use only. So long as you're a member of iflix, we grant you a limited, non-exclusive, non-transferable, license to access iflix and view movies and TV shows through the service on a streaming-only basis, or where applicable under these Terms of Use, a limited download for that purpose. Other than this limited license, no right, title or interest shall be transferred to you. You agree not to use the service for public performances. So, you may juggle in front of friends and fans with your iflix enabled mobile device, but that device can't be playing iflix content while you do it. Capisce?**

# For Private Use

## 5. Restrictions on use of materials

(a) You may not copy, record, reproduce, distribute, publish, enter into a database, display, perform, modify, create derivative works, transmit, or in any way exploit any part of this website, except that you may access and display material and all other content displayed on this website for non-commercial, personal, entertainment use on a single computer only. Without limiting the generality of the foregoing, you may not distribute any part of this website over any network, including a local area network, nor sell or offer it for sale. In addition, these files may not be used to construct any kind of database. Any authorization to copy material granted by HBO Asia in any part of this website for any reason is restricted to making a single copy for non-commercial, personal, entertainment use on a single computer only, and is subject to your keeping intact all copyright and other proprietary notices. Using any material on any other website or networked computer environment is prohibited. Also, decompiling, reverse engineering, disassembling, or otherwise reducing the code used in any software on this website into a readable form in order to examine the construction of such software and/or to copy or create other products based (in whole or in part) on such software, is prohibited.

(b) HBO Asia respects the intellectual property rights of others and asks users of this website to do the same.

### SCOPE OF USE

Users can use the Services exclusively for their own personal and private purposes, and provided that you continue to meet all eligibility criteria. Use for any business or public purpose is strictly prohibited.

Argentina

Australia

Austria

Brazil

Canada

Chile

Colombia

Costa Rica

Denmark

Dominican Republic

Ecuador

Germany

Guatemala

Hungary

Ireland

Italy

Malaysia

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Nicaragua

Norway

Panama

Paraguay

Peru

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# MPLC's Mission

*“Raising awareness and respect for intellectual property rights by legalizing the millions of public exhibitions around the world through an efficient, cost-effective mechanism affordable to licensees yet meaningful to content owners...”*

Argentina

Australia

Austria

Brazil

Canada

Chile

Colombia

Costa Rica

Denmark

Dominican Republic

Ecuador

Germany

Guatemala

Hungary

Ireland

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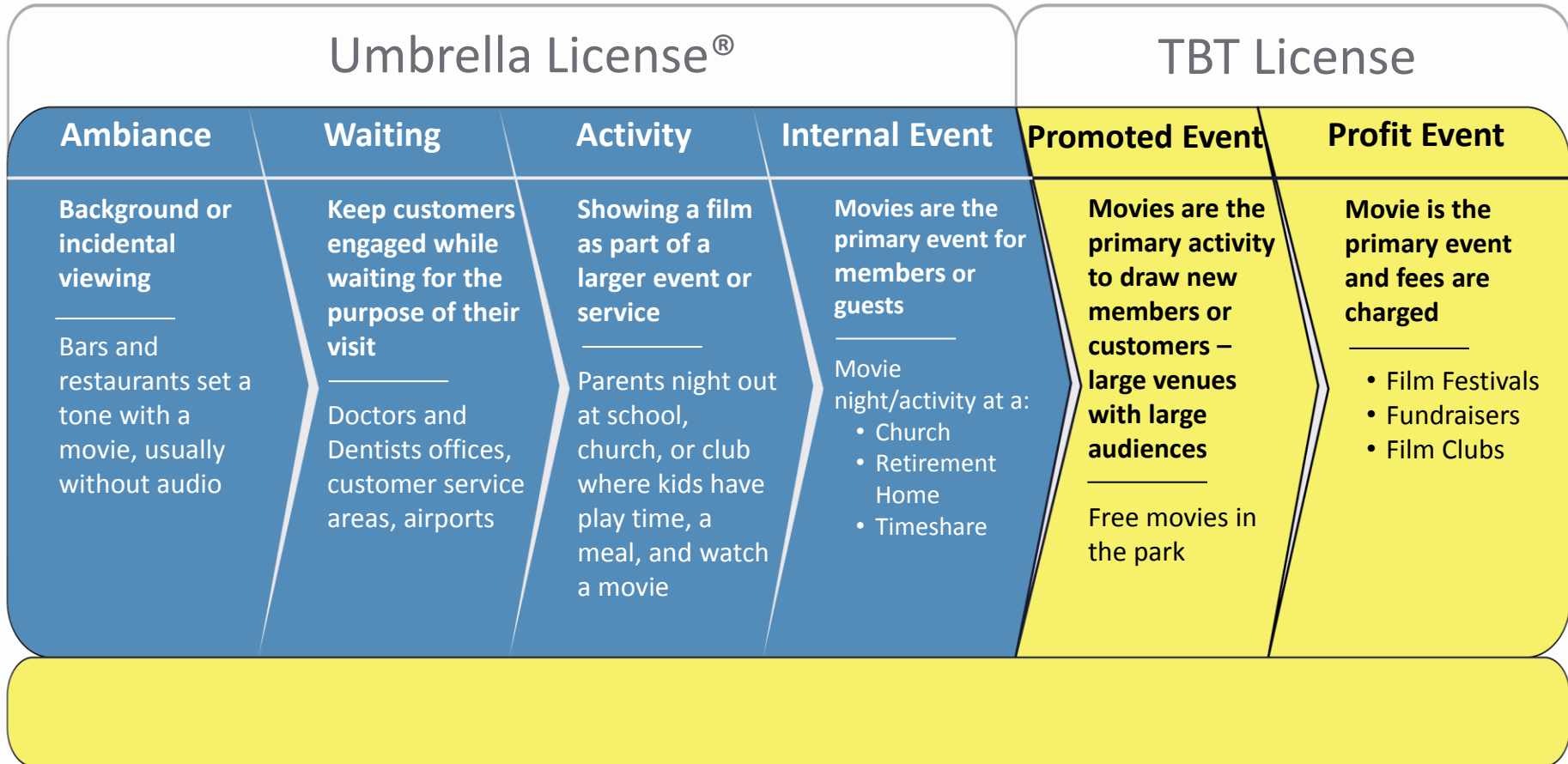
Switzerland

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# Public Exhibition Uses – Summary



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# Markets

Among others:

- Childcare
- Clubs
- Conferences and Meetings
- Commercial Establishments
- Communal Living
- Educational Institutions
- Employee Use
- Faith Based Institutions
- Government
- Health Care
- Lodging
- Transportation

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Panama

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South Africa

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# Representation

## Major Studios



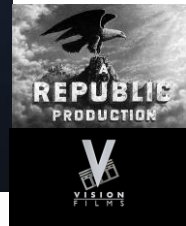
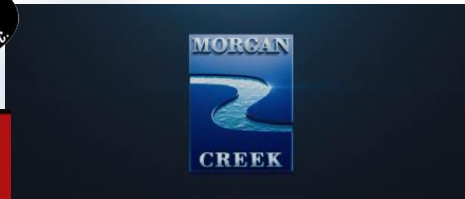
## Select TV Producers



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# Representation

## Independent Studios



角川大映スタジオ  
KADOKAWA DAIEI STUDIO CO.,LTD.



- Argentina
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# Global Intermediaries

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*Intermediaries help us reach >500,000 licensees per year*

# Value Proposition

- MPLC royalties are incremental revenue; no conflicts with content owners' existing business models
- Zero administration cost to content owners
- Increased public awareness of copyright law
- Easy, cost-efficient transaction for licensees
- No change in consumer behavior
- Accommodates new technologies

# Challenges and Solutions

- Low Levels of Knowledge → Education
- Human Behaviour → Patience
- Evolving Technology → Adaptation
- Piracy → Pricing
- Competition → Performance

# Contact Details

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Malaysia

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