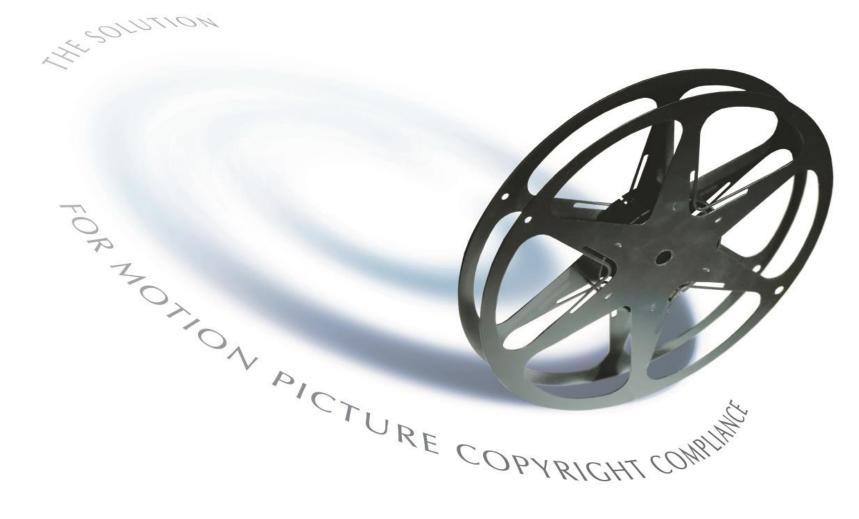


# REGIONAL WORKSHOP ON THE DISRPUPTION IN THE DIGITAL CREATIVE ECONOMY

August 2018



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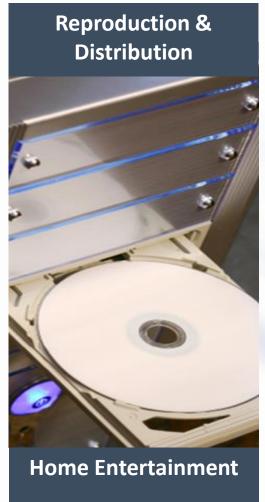
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# **Copyright and Distribution Channels**







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# **Theatrical Exhibition – Evolving Technology**







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# Non-Theatrical Exhibition – Evolving Technology



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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.





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## 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







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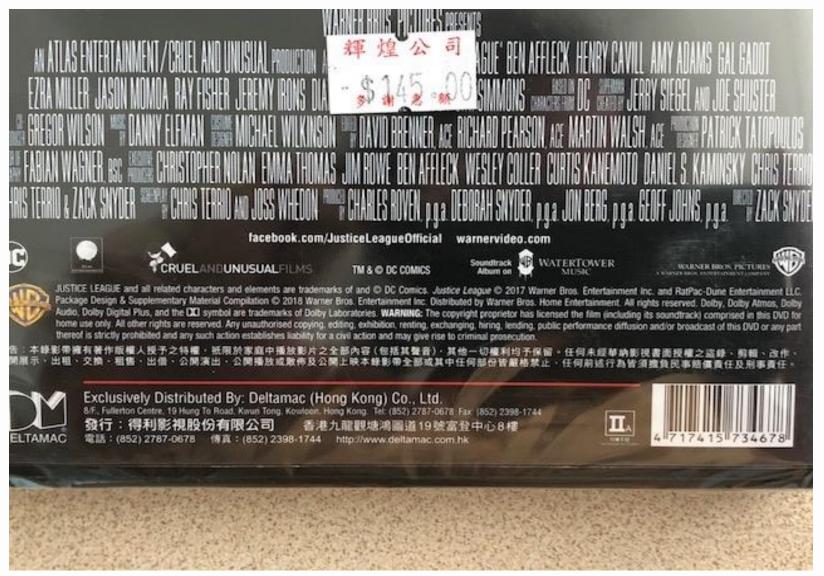
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## The Umbrella License

MPLC grants an <u>Umbrella License</u> 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.



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Non-Theatrical Exhibition – Evolving Technology











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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.

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### **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?

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### **For Private Use**

#### 5. Restrictions on use of materials

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#### 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.

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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..."

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## **Public Exhibition Uses – Summary**

Umbrella License®				TBT License	
Ambiance	Waiting	Activity	Internal Event	Promoted Event	Profit Event
Background or incidental viewing  Bars and restaurants set a tone with a movie, usually without audio	Keep customers engaged while waiting for the purpose of their visit  Doctors and Dentists offices, customer service areas, airports	Showing a film as part of a larger event or service Parents night out at school, church, or club where kids have play time, a meal, and watch a movie	Movies are the primary event for members or guests  Movie night/activity at a	to draw new members or customers – large venues	Movie is the primary event and fees are charged  • Film Festivals • Fundraisers • Film Clubs

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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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# Representation

### **Major Studios**





























**SONY PICTURES** CLASSICS 1





### **Select TV Producers**

































# Representation

### **Independent Studios**



productions









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THE WEINSTEIN COMPANY



KADOKAWA DAIEI STUDIO CO.,LTD.



**Clerkenwell Films** 







## **Global Intermediaries**



Argentina



# **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

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# **Challenges and Solutions**

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