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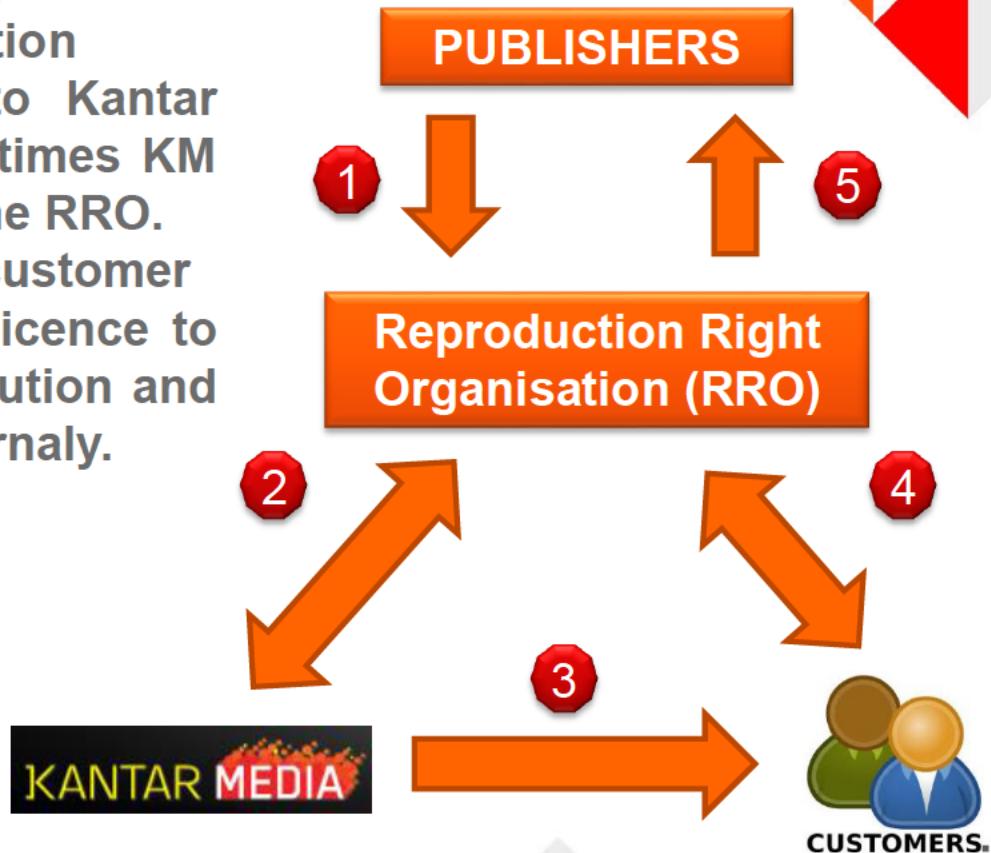
# Media Monitoring and Copyright: The main models in Europe



# Copyright on digital copy: three models

## 1/3: the pyramidal organisation

1. The publishers grant the right to the Reproduction Right Organisation
2. The RRO grant the right to Kantar Media, control KM... & sometimes KM pays a first copyright fee to the RRO.
3. KM sends the content to the customer
4. The customer subscribes a licence to the RRO, declares the distribution and pays for the content sent internally.
5. RRO pays the publishers.



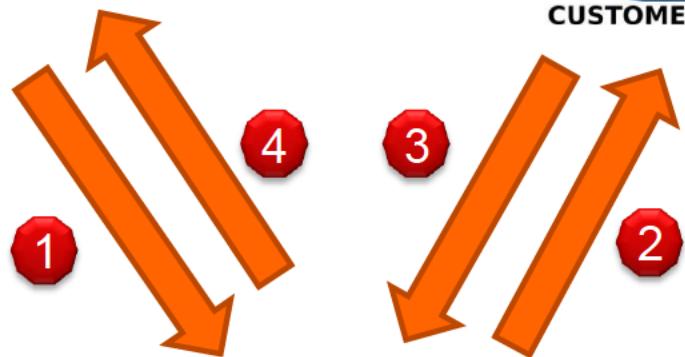
# Copyright on digital copy: three models

## 2/3: the direct model or V system

1. The publishers grant the right to Kantar Media.
2. Kantar Media sends the content to the customer
3. The customer pays the copyright to KM
4. KM pays the publisher on behalf the customer



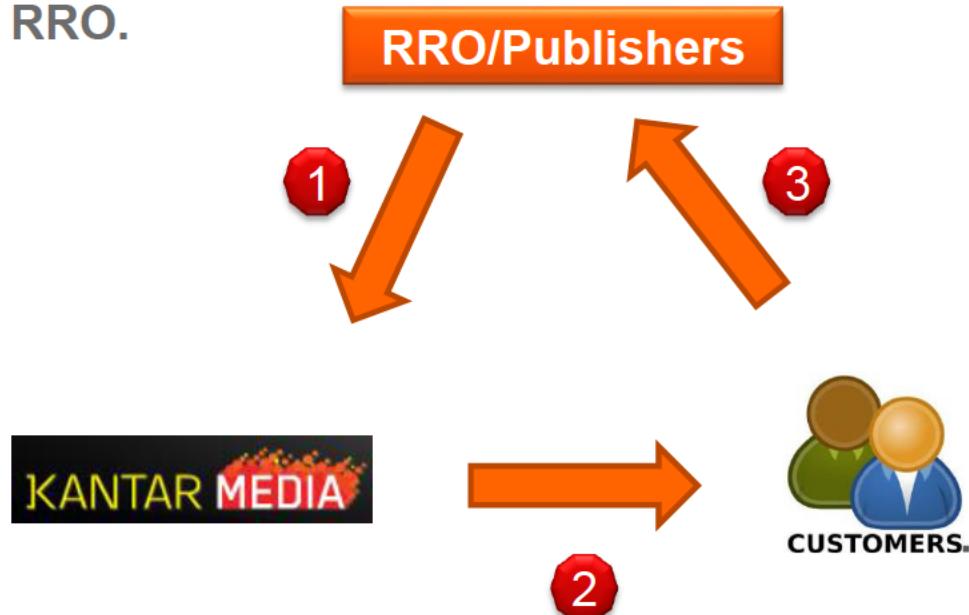
PUBLISHERS/RRO



# Copyright on digital copy: three models

## 3/3: the « one way » model

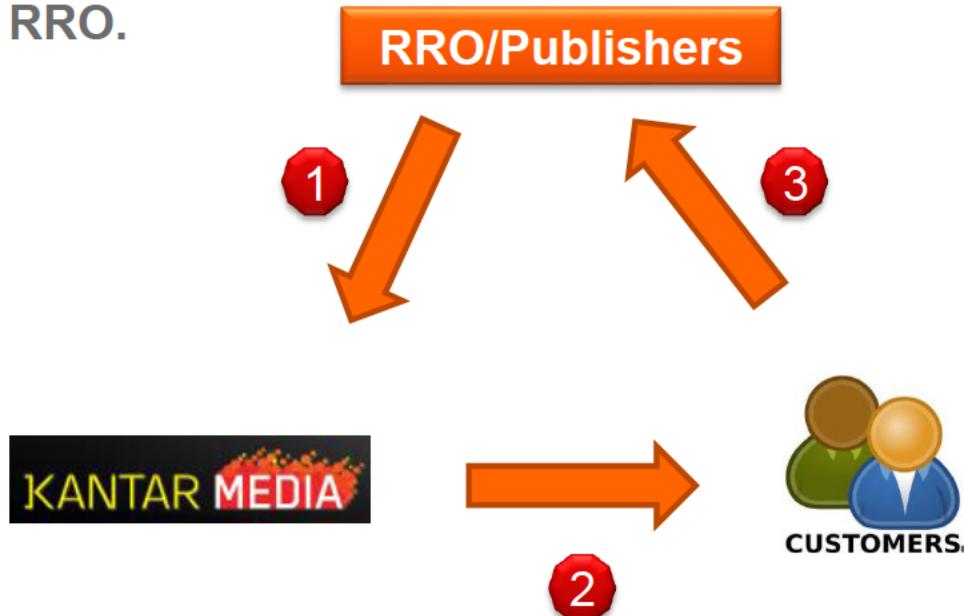
1. The publishers grant the right to Kantar Media.
2. Kantar Media sends the content to the customer
3. The client pays the copyright directly to the publishers or RRO.



# Copyright on digital copy: three models

## 3/3: the « one way » model

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3. The client pays the copyright directly to the publishers or RRO.



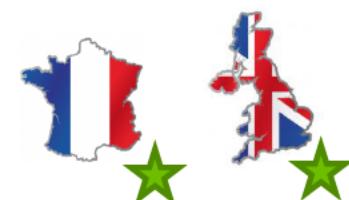
# How much does it cost?

The price is usually set depending on:

- ❖ The number of users
- ❖ The type of product or used
- ❖ The type of press (national & regional: ; magazines: ; etc.)

The Price per article sent changes:

- ❖ From a country to other one.
- ❖ Three main levels of prices
- ❖ Ex: Prices per article for a Press review sent to 50 users\*



\*From the less expensive to the most expensive

$0,09\text{€} < x < 1\text{€}$

$1,5\text{€} < x < 2,70\text{€}$

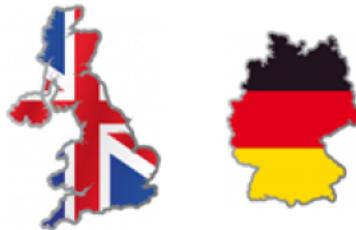
$x < 4\text{€}$

# Different levels of content control

**Control the content**  
(Database Licensing organisation)



**Authorization to scan,  
to crawl the content**



Control

Fair use/Flexibility

**Secured platforms which  
belong to the RRO/Publishers**



**Secured platforms which  
belong to the client or the  
MMO**

# International copyright Management

## Two models

