



COPYRIGHT AGENCY LIMITED®

Downstreaming for Corporations and Non-Government Organisations

Updated July 2011



More information

Copyright Agency Limited
Level 15, 233 Castlereagh Street,
Sydney NSW 2000

Tel: 1800 066 844
Fax: +612 9394 7601

Email: info@copyright.com.au
Website: www.copyright.com.au

What is downstreaming?

Downstreaming refers to any activity that involves copying or communicating a press clip further than the first person within an organisation. So, if you were to make available a clip to more than one person in your organisation, you would be 'downstreaming'.

CAL and press clipping agencies

CAL has agreements with press clipping agencies which enables them to scan, store and distribute newspaper articles to their clients in hardcopy and digital format. Your press clipping agency pays a licence fee, which CAL then distributes to the copyright owners of the newspaper articles. For further information see 'Who is CAL?' below.

What are the downstreaming terms and conditions?

If you wish to downstream, the terms and conditions can be found on CAL's website on the Press Clipping Agencies page. They will also be issued to you by your press clipper.

Under the terms and conditions you can:

- internally distribute clips by email, or upload them onto your company intranet;
- archive digital clips for a period of up to 90 days; and
- for an additional fee, store clips for a total of nine months.

How much will I pay for downstreaming?

The pricing formula is based on the number of staff who have access to the clips and is calculated as follows:

- Up to 50 staff: \$0.47 per clip
- 51 – 350 staff: \$0.59 per clip
- 351 – 1000 staff: \$0.83 per clip
- 1001 – 2000 staff: \$1.06 per clip
- Additional \$0.20 for every 1,000 staff
- Capped at \$2.50 per article

Prices are exclusive of GST.

How much will I pay for storage?

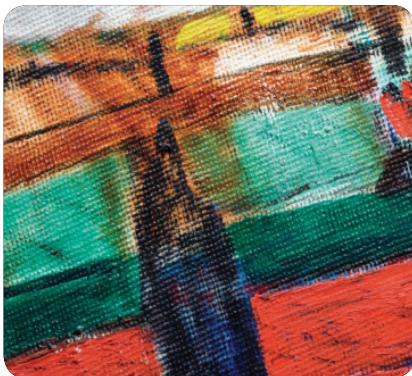
- A clip can be stored for up to 90 days at no charge.
- Retention is permitted beyond 90 days, up to an additional 6 months.
- An additional \$0.22 per clip, plus GST, applies for clips received and then retained between 90 days and 6 months.
- This retention must be for internal use only.

What are my responsibilities?

You are responsible for advising your press clipper of any change in the number of staff who have access to the clips, and ensuring you comply with the terms and conditions.



COPYRIGHT AGENCY LIMITED®



More information

Copyright Agency Limited
Level 15, 233 Castlereagh Street,
Sydney NSW 2000

Tel: 1800 066 844
Fax: +612 9394 7601

Email: info@copyright.com.au
Website: www.copyright.com.au

Excluded works under the licence

The following works cannot be supplied under the downstream licence:

- Australian Financial Review;
- BRW;
- Smart Investor;
- MIS;
- CFO;
- Asset; and
- Inside Retailing and Food Week.

Who is CAL?

Copyright Agency Limited (CAL) provides simple ways for people to reproduce, store and share words, images and other creative content, in return for fair payment. In doing so, it connects the creators, owners and users of copyright material.

Code of Conduct

CAL is a signatory to the Code of Conduct for Copyright Collecting Societies (the Code). It is designed to ensure that the rights of all members and licensees are clearly stated, and that the operations of collecting societies are transparent and accessible.

The Code includes requirements for the Complaints Handling and Dispute Resolution procedures that collecting societies must follow. The Code and these procedures are available from CAL's website and on request.