Licensing USA and Swank Digital Campus to Answer Copyright Compliance Questions at ALA

Friday, June 3, 2016

Contact:

Movie Licensing USA
1-888-267-2658
publicity@movlic.com

Swank Digital Campus
1-888-389-3622
publicitydigcam@swankmp.com

St. Louis – As librarians, it’s common knowledge that copyright compliance is incredibly important, especially when it comes to showing or exhibiting licensed work such as music, movies, TV shows and more in a library space. In this digital age, libraries around the country are becoming increasingly concerned about whether or not their library programs and services are upholding the limits set forth by federal copyright law.

That’s where the copyright compliance experts at both Movie Licensing USA and Swank Digital Campus can help. Well-versed on the ins and outs of what’s legal and what’s not, you can find them standing by at the ALA Annual Conference in Orlando from June 23-28 to answer all levels of copyright-related questions. They’ll be able to help public librarians obtain the correct licensing for movie and TV content in relation to programming; they’ll also be able to assist academic librarians who are searching for a copyright compliant streaming service to bring movies and more to students on campus.

According to Title 17 of the U.S. Copyright Act, copyrighted motion pictures and other audiovisual programs that are available for rental or purchase in the form of physical copies, streaming services or downloaded files are intended for personal and private use only. This means that if this content is shown publically, such as part of a library program for the community or as part of an event for students on campus, the copyrighted content must be licensed. It makes no difference whether admission is charged, whether the organization is for-profit or non-profit, or even if only one person attends the event.

This may seem clear cut at first. Yet, other scenarios such as individuals watching copyrighted materials during library hours or trademarked content being used in a library’s rental spaces (both activities feature protected content that needs to be properly licensed) may make public and academic libraries think twice about purchasing a license.

Since any kind of library facility is liable for the activities taking place inside of their buildings, the activities of others can put both your reputation and budget at stake. Penalties for unauthorized exhibitions of movies can range anywhere from $750 to $150,000 in fines and fees. This risk can be entirely eliminated with an annual public performance license which can cover many Hollywood studios or through licensed streaming services which allow learning to take place beyond the classroom. For more copyright questions and information on how to keep your patrons legally entertained, visit booths 645 & 647 during the conference.
Both Movie Licensing USA and Swank Digital Campus are part of Swank Motion Pictures. Swank brings movies and TV shows to more people in more places with dedicated service, groundbreaking technology and close partnerships with the best studios in the world to turn an everyday event into something memorable. Creating one extraordinary experience after another, Swank’s goal is to entertain, inform and inspire everywhere.

For more information on how Movie Licensing USA can help your public library, please call 1-888-267-2658.

For more details on movie and TV streaming through a college library setting, please call 1-888-389-3622.