

Bridgeman Images

17-19 Garway Road, London, W2 4PH, United Kingdom

T: +44 (0)20 7727 4065 W: www.bridgemanimages.com

The Bridgeman Art Library Limited is registered in England and Wales.

Company registration number: 01056394. Registered office: 17-19 Garway Road, London W2 4PH.

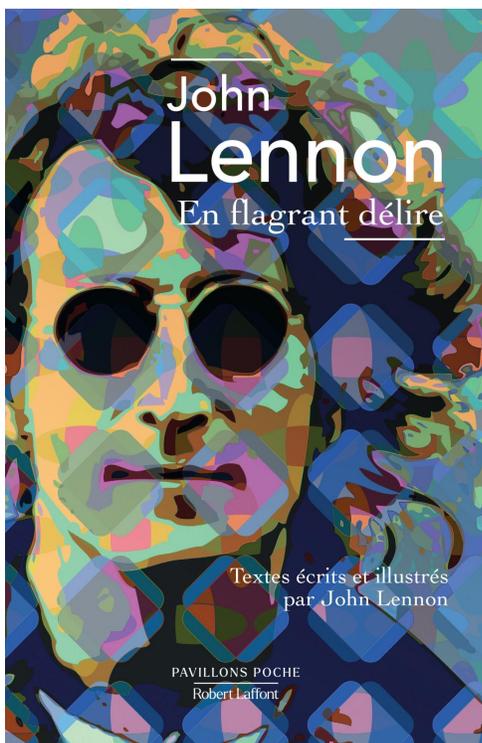


Collective Rights Management for Secondary Licensing Revenue

What is Secondary Licensing, Collective Secondary Licensing and Secondary Licensing Revenue?

If your images have ever appeared in a book, magazine or TV programme, you may be eligible to claim for Secondary Licensing Revenue (SLR).

Essentially this scheme administers the reprographic rights which come under the category of Collective Secondary Licensing.



Primary Licensing is quite straightforward and what Bridgeman does on a daily basis with all of our clients - a license is raised and a fee charged by someone in the Bridgeman Sales team that gives the client the rights to reproduce the image in say a book, a documentary, a scholarly journal etc. As agreed in our contract, we pass a percentage of that licensing fee back to you as the image provider.

Often that book or magazine or documentary then ends up in a school, university library, college, local council or government etc. In this instance a collective license is raised by a collective licensing scheme (e.g. the Copyright Licensing Agency or CLA in the UK) that allows the members of that institution to photocopy, scan and email articles without having to seek permission each time - this

is Secondary Licensing.

Each year various collective licensing schemes issue licenses that cover secondary licenses or uses of your images, such as photocopying. Although you may be entitled to these royalties, they are not automatic and must be claimed for.

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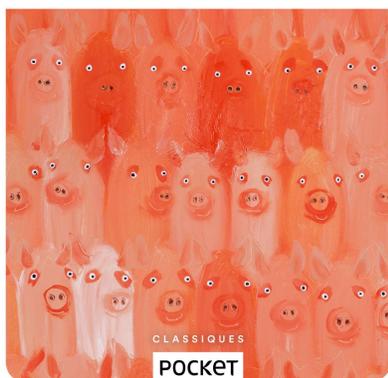
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GEORGE ORWELL

La Ferme des animaux

UN CONTE FANTASTIQUE



Does Secondary Licensing Revenue go by any other names?

Payback Royalties

Secondary Rights Claims

Secondary Licensing Revenue

Secondary Rights Revenue

Collective Licensing Fees

How to Claim Secondary Licensing Revenue

Either select Yes on page 2 of your draft contract or complete the specific SLR form sent by Bridgeman Images and we will do the rest.

We file annual claims for these royalties as one of the services we offer. Last year we filed over 1400 successful claims for our members, so it is worth doing.

Any uses licensed through Bridgeman Images will automatically be added to your claim. If you have any other uses you would like to add to your claim, we will be happy to do so.

If your images have been used in a TV programme, please let us know the title of the programme, channel, number of images and air date.

For each book or magazine use all we need is the title of publication, number of images, publication date and an ISBN for any book use if you have it.

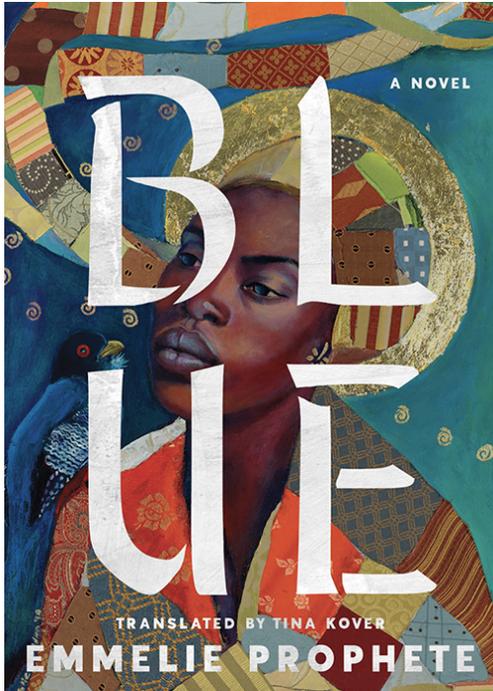
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Is Secondary Licensing Revenue available in every country?

No, only a few countries recognize this right.

Bridgeman Images can claim on your behalf for images used in the UK, France, Belgium, Ireland and Australia.

Claims within France, Belgium, Ireland and Australia must be based on images licensed in the past year.

Claims in the United Kingdom have no time frame for claiming SLR, so we can offer this service for images reproduced before one year ago.

Bridgeman Images continually monitors changing laws within key territories to ensure that we are ready to apply when SLR becomes available to claim.

Is there any cost to you if Bridgeman claims Secondary Licensing Revenue on your behalf?

Bridgeman Images does not charge you any up front fee for the time and paperwork involved in claiming for secondary licensing revenue on your behalf. Bridgeman retains a percentage of revenue received from your claims. That percentage is the royalty percentage agreed in your Content Partner contract.

Francesco Boer

Troverai più nei boschi

Manuale per decifrare i segni e i misteri della natura



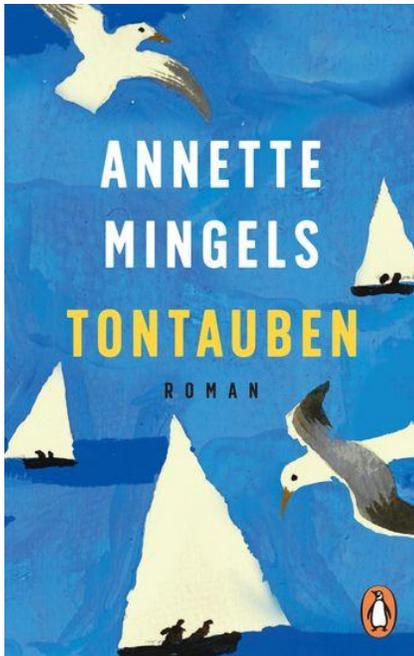
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What sort of revenue can I expect to receive from my SLR claims?

It is impossible to predict the revenue likely to be due because it depends on the amount of recent primary licensing as well as any changes to the payout process and algorithm for which Bridgeman has no control over. Revenue per license is definitely small, but the total amount received can accumulate. And always remember, this is revenue being left on the table if you do not claim or have Bridgeman claim on your behalf.

When can I expect to receive revenue from these claims in my royalty statements?

This will depend on when the deadlines are to submit claims and when the collective licensing scheme we apply to subsequently issues payment to Bridgeman Images. These deadlines can change year on year. Bridgeman Images strives to pay out as soon as it receives payment on all its claims on behalf of our Content Partners and has been able to ensure that every Content Partner has been allocated its correct revenue.

