

FACTSHEET NO. 5

EQUITY'S EXISTING NEW MEDIA DEALS



TELEVISION

IS CHANGING. ARE YOU READY?

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The recent explosion in the variety of new technologies available to broadcasters and to viewers has posed Equity an array of new challenges. The way in which television programmes are distributed and the way viewers watch them is changing rapidly. Recognising that such changes are irresistible, Equity has pursued a policy of establishing the rights of our members to additional payments for these new uses.

This factsheet sets out some of the separate interim deals Equity has already negotiated with broadcasters and producers for the use of members' work on these new technologies and using new distribution methods.

VIDEO ON DEMAND

ITV: Programmes are available via cable and broadband through the ITV website. The number of hours and the availability of programmes are restricted and payment is made to artists by a mixture of royalty and collective licence.

BBC: A number of trials are in place

showing programmes via cable and broadband. The number of hours, titles and availability are restricted and payment to artists is made by collective licence.

Channel 4: Programming is available via cable and subscription-based service using broadband networks. Payments to artists are a mixture of royalty and collective licence.

CLIPS ONLINE & ON MOBILE PHONES

ITV, BBC and Channel 4 have arrangements in place that allow viewers to download clips to mobile phones. There are agreements in place for payment on a royalty basis or through a share of advertising revenue.

The use of clips has been extended to websites such as YouTube and there are agreements in place for this usage derived primarily from a share of advertising revenue.

DOWNLOAD TO OWN AND DOWNLOAD TO RENT

Channel 4: A number of titles are available for Download to Own on

a dedicated Channel 4 website. Payment to artists is via a royalty payment based on sales.

Fremantle: A number of comedy classic titles are available for Download to Rent and Download to Own. Artists receive a royalty payment.

BBC: There are also special arrangements with the BBC for the iPlayer which gives viewers the option to download programmes for up to 7 days after broadcast.

HI-DEFINITION TELEVISION

BBC: The BBC is operating a 12 month trial to look at technical issues and determine the benefit to the audience. The number of titles is restricted and payment to artists is by collective licence.

WANT TO KNOW MORE?

For more information visit our website at www.tvischanging.com, email tvischanging@equity.org.uk or complete your details opposite and send it to: TV is Changing, Equity, Guild House, Upper St Martin's Lane, London, WC2H 9EG

Name:

Address:

Postcode:

Email address:

Are you an Equity member? YES/NO

I would like details about: Joining Equity TV is Changing