

Licensing Movies On-Line

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1. Movie Licensing Background

☞ Sequential Licensing by Territory

- Exclusive “windows”
- “Territorial” focus

☞ Tiered Revenue Models

- “Actuals”
- “Source”

2. Standard Sequence

- ☞ Cinematic (Theatrical, Non-Theatrical, Public Video)
- ☞ Pay Per View (Non-Residential, Residential, Demand V
- ☞ Ancillary (Airline, Ship, Hotel)
- ☞ Video (Rental, Sell-Thru, Commercial)
- ☞ Pay TV (Terrestrial, Cable, Satellite)
- ☞ Free TV (Terrestrial, Cable, Satellite)

3. What Are "Internet" Rights?

- ☞ Adjunct means of delivery?
 - Digital cinemas?
 - Air Internet?
 - Video kiosks?
 - Web simulcasting?
 - IPTV?
- ☞ Separate right?
 - What is the right?
 - Where does it fit?

4. Conditions on Grant

- ☞ Access Controls
- ☞ Technological Security
- ☞ DRM Security
- ☞ E-commerce Security

5. Internet Rights

- ☞ Downloading v. Streaming
 - VOD
 - Demand View
 - "Download to burn"
 - Internet PPV
- ☞ Allowed Used
 - Single Use
 - Limited Use
 - Permanent Use
 - Subscription Use
 - Ad supported

6. Revenue Issues

- ☞ Gross Receipts (royalty basis)
- ☞ Accounting and auditing

7. Delivery Issues

- ☞ Three methods of delivery
 - Authorize the distributor to act
 - Producer provides suitable materials
 - "License links"
- ☞ Licensors get backs
 - Language tracks
 - Subscriber database

8. Miscellaneous

- ☞ Trademark License
- ☞ Warranties
- ☞ Early termination

Conclusion

- This is still the Wild West
- Mobile devices are next