

Screenrights is a non-profit company which administers copyright licences in Australia and New Zealand and collects similar royalties from Europe and North America for its 2,600 members from 54 countries.

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This is an online newsletter. You can subscribe by emailing [ota@screenrights.org](mailto:ota@screenrights.org)

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## Feature: IPTV – Getting your programs to many

Want to find out more about IPTV? Screenrights' Corporate Counsel Gillian Clyde reports on the recent SPAA address from DAVE Networks' Rex Wong.

Rex Wong is the CEO of Los Angeles based Dave Networks. With its ethos of "publish once, push to many", DAVE TV is the first "cross platform digital delivery network that delivers IPTV (Internet Protocol Television) and video over IP to TVs, PCs, portable and mobile devices".

IPTV is an enabling technology platform – it enables the content owner to create and distribute content over the Internet. It involves content ingestion, rights management, distribution, metadata and monetisation.

Speaking at the Screenrights sponsored session, Wong made it clear that IPTV is globalising TV opportunities, and changing the way in which people watch TV, making it a more interactive and engaged experience. It is also capable of generating new revenue streams.

### Growth of the Internet

One of the key drivers for IPTV is the growth of the Internet – and Wong illustrated this with some statistics:

- Six out of ten Europeans are on the Internet
- Young people between the ages of 16-24 are more likely to go online than watch TV
- 82% of those young people use the Internet 5-7 times per week
- There is a rapid growth in the number of older people and women using the Internet
- 42% of people use a social network site at least once a month.

People are watching streamed TV and videos at a growing rate. There has also been a rapid growth in the use of digital devices, such as digital cameras and digital camera phones, creating an online video "explosion", and increased video streaming activity.

According to Wong, the big media companies don't want to be left out of the action, so all of the major US networks now have video TV (eg ABC, CBS, Fox Broadcasting). This has in fact boosted TV audiences rather than reduced them. For example, Disney's deal with iTunes to make **Lost** and **Desperate Housewives** available increased the number of viewers for these shows by 20%.

### Monetisation: making money from new means of distributing content

Wong said that making money from many new forms of distribution is still a big question. Even on sites such as YouTube, where 85% of the top videos posted belong to the copyright holders, measuring visits through CPMs (Clicks per Minute) remains low or non-existent.

By contrast, branded content sites are selling out their advertising inventory months in advance, and they have high CPMs.

### Revenue models

According to Wong, the Internet drives audiences back to TV and this stimulates online and mobile video revenues, which are growing five times faster than traditional TV. He believes the Internet will make as much money for the rights owners

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in question as traditional TV distribution. And the fact that IPTV and Internet TV will create an international footprint, rather than just domestic reach, is one of the biggest opportunities for media/production companies.

Wong also said there had been a huge growth in online and video advertising. This is because advertisers value and are willing to pay a premium for targeted communities and demographics.

### How is content being distributed in today's digital world?

Wong looked at the number of ways in which content can now be distributed, including:

#### Destination Sites

These sites allow user to watch episodes of a show and participate in a themed way. For example, users can submit casting videos to **Deal or No Deal** in the US. This new ancillary content creates new revenue streams.

#### Search/social bookmarking /community

By adding community to a destination site, a key side benefit is an enhanced search engine ranking because of user back-linking and social bookmarking. Users create profiles and friends. These sites can increase audiences for a show by as much as 30%.

#### Word of Mouth

Users create their own content showcasing playlists, videos and movies and put it on web pages, social sites and blogs, creating larger audiences for the original show.

#### Viral – publish once, push to many – delivery to multiple platforms

Content owners are putting content on different video sites, such as MySpace and YouTube, again increasing their audiences.

#### Portals – sites that have lots of traffic

NextTV, AOL, Google, Telstra, Yahoo, MSN are all sites with comprehensive distribution networks. According to Rex Wong, DAVE TV helps content partners reach over 130 million viewers through content distribution networks for one-stop content distribution.

#### Devices

Video can be seen on many new platforms with the convergence of PCs, TV and mobiles.

#### Peer to Peer Networks

Wong said that public peer to peer networks such as Bit Torrent and Limewire can act as a big search engine for free content.

### Conclusion

Wong feel that producers now have many ways of getting content to consumers, and more choices of distribution than ever before; for example: digital downloads, digital download and sell though, and download and burn.

The issue of rights management however remains an issue, with broadcasters, producers and other rightsholders all vying to control the Internet rights.

To find out more about DAVE TV <http://dave.tv> or [www.davenw.com](http://www.davenw.com)

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## Seasons Greetings from Screenrights Chief Executive Simon Lake

During 2007, Screenrights not only achieved record collections, there were also a number of important firsts, benefiting members and the people who use their work. At the end of what has been an exceptionally successful year for the organisation, I would like to wish all our stakeholders a very enjoyable festive season.

The total collections for 2006/07 reached \$37.70 million. This record amount included \$14.01 million paid by pay television operators for the retransmission of free to air broadcasts since March 2001. Along with this high in income, expenses to collections dropped to a low 10.5%, a particularly pleasing achievement in light of the fact that we are administering more services than other.

Other highlights of the year include:

- The first educational copying of podcasts following changes to the Copyright Act
- The first ISAN's were issued to filmmakers in Australia, with the unique digital identifier appearing on credit rolls across the country (see [www.australasia-isan.org](http://www.australasia-isan.org))
- The first agreements were entered into for the retransmission of programming in hospitals and new housing developments
- Recognition for Screenrights online resource hub for educators – [www.enhancetv.com.au](http://www.enhancetv.com.au) – a finalist in the AIMIA Awards.

I would like to thank our Chair Jill Bryant, the Screenrights Board and all the staff for their hard work during the last 12 months. Our office will be closed from December 21 to January 2. We look forward to continuing to work for our members when we return in 2008.

With best wishes for the holiday season



Simon Lake  
Screenrights Chief Executive

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## Member Services process huge increase in records

Screenrights Member Services team has seen a dramatic increase in the number of records to be researched before royalty payments can be made, while continuing to get money out the door and into members' hands with efficiency and speed.

Member Services Executive Emma Rogers said the introduction of new services such as the Australian retransmission service has seen an enormous leap in the number of records that need to be processed.

"We've gone from about 6000 a year for educational copying and communication, to over 360,000 a year," she said. "This is a huge increase that has necessitated changes in how we operate."

One of these changes is an increased emphasis on members supplying registration details to Screenrights prior to being notified of payment.

"The response to the registration packs sent out to all members has been very positive," Emma said. "People understand that supplying us with their program details will greatly improve the speed with which payments are made should there be royalties for the copying, communication or retransmission of the title."

Emma said that it is also important for members to set up systems that ensure they continue to register all new titles.

"Even if it's as simple as having a reminder card pinned up above your desk," she said. "The aim is to make sure that this becomes part of the production process so that Screenrights payments can be made as quickly as possible."

## International royalties: are you registered?

Have your programs been broadcast outside Australia and New Zealand? Are you registered with Screenrights International?

International Rights Manager Maha Ismail said most Screenrights members would have received a registration pack enabling them to register for both Australian retransmission royalties and international royalties.

"We cannot collect royalties being held for filmmakers by overseas societies unless we have been appointed to do this," she said. "Registering for this service at the same time as you supply detail for Australian retransmission royalties is a cost-effective and simple way of making sure that you maximise your returns from your work."

Screenrights International only charges an 11% administration fee, one of the most competitive in international collections. To find out more visit <http://www.screenrights.org/rightsholders/collection/international.php>

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## AIDC 2008

A reminder to all documentary makers – the Australian International Documentary Conference (AIDC) will be returning to Perth in February 2008, with a conference that promises to be stimulating and enjoyable.

Screenrights has sponsored the conference and Member Services Officers will be available to meet with filmmakers. If you would like to pre-arrange an appointment just email [memberservices@screenrights.org](mailto:memberservices@screenrights.org)

For further information about the AIDC and to register, visit [www.aidc.com.au](http://www.aidc.com.au)