



PLUS[®]
PICTURE LICENSING
UNIVERSAL SYSTEM



PLUS and IPTC

- PLUS and IPTC collaboration – 8 years.
- IPTC is a founding member of PLUS.
- IPTC and PLUS collaborate closely on image rights standards development.
- IPTC and PLUS exchange standards.
- PLUS Registry supports IPTC.
- PLUS participates in the Embedded Metadata Manifesto initiative.



Who Is PLUS?

- **Image Users:** book publishers, newspaper publishers, magazine publishers, web publishers, motion picture/TV, ad agencies, designers, the public
- **Cultural Heritage:** Museums, libraries, researchers, educational institutions
- **Creators:** photographers, illustrators.
- **Distributors:** picture libraries
- **Other:** software developers, attorneys, picture researchers, artist reps, manufacturers, standards bodies, etc.



PLUS is Collaborating With:

- Linked Content Coalition, RRM
- RDI Project
- UK Copyright Hub
- IPTC
- ODRL
- ISNI
- EIDR
- IDEAlliance
- Ad-ID
- Creative Commons, Abobe, many others.



When?

- Users need to access, manage, express and act upon rights metadata:
 - Before license transaction.
 - During license transaction.
 - After license transaction.
 - Or, in the absence of a transaction.



Users Communicate Rights To...

- Offer rights
- Seek rights
- Research rights
- Grant rights
- Acquire rights
- Assert rights
- Use rights
- Manage rights
- All must be “frictionless”



Standards Must Express Licenses:

- By & Between Any & All PARTIES,
- In Any & All INDUSTRIES,
- In Any & All REGIONS,
- Under Any & All SCENARIOS,
- Under Any & All MODELS,
- Granted at Any & All TIMES,
- Past, Present and Future.



Standards Must Support All Models

- Rights Managed
- Royalty Free (many flavors)
- Creative Commons
- Industry-Specific
- Future Models...



Machine Readable Rights

- To what extent?
- Failure point: The point at which human interpretation is required.
- There is *always* a failure point.
- Goal: Machine readable -- *to the greatest extent practicable*.
- Maximize machine readability to increase efficiency, decrease costs and decrease liability.



Example: Royalty Free

- Usage in unlimited media, at unlimited size, in unlimited quantities, for unlimited time, worldwide.
- Simple? Unfortunately, not.
- Perhaps simple to OFFER AND ACQUIRE, but not simple to EXPRESS or MANAGE...



Royalty Free Prohibitions

- 10 Maximum Users
- Image file may not be stored on any network location accessible by more than 10 users.
- Image file may not be stored on any medium accessible by more than 10 users.
- Users must be employees, partners or clients.
- Image file may not be made available for download by third parties
- Image file may not be made otherwise accessible to third parties
- No use in electronic templates intended for third party use in electronic media
- No use in electronic templates intended for third party use in printed media



More Royalty Free Prohibitions

- No use on websites or other media used for "on-demand" products.
- User may not claim authorship/ownership of the image
- User's name may not appear in photo credit published in/on the image
- Image may not be used as pornographic material
- Image may not be juxtaposed with pornographic material
- Image may not be used in a pornographic context
- Image may not be used as defamatory material
- Image may not be juxtaposed with defamatory material
- Image may not be used in a defamatory context
- Image may not be used in a manner that violates any law/s or industry codes.
- Non-transferable
- Non-sub-licensable



More RF Prohibitions & Duties

- User must post terms and conditions on website prohibiting downloading the image for other than personal use and prohibiting republication, retransmission, reproduction or other use of the image.
- User must provide a photo credit (equal size, comparable placement, pre-specified format) to creator and licensor in all A/V media and in any editorial media.
- User must notify Licensor if User learns/suspects that any 3rd party who has gained access to the image through user is wrongfully using the image
- User must retain embedded metadata including copyright symbol, licensor name, image ID and other embedded metadata.
- Condition: User (and user's clients) must immediately stop all use of the image if licensor notifies user that a third party has made a claim for infringement.



Common Image License Parameters

- In what MEDIA?
- At what SIZE?
- In what QUANTITY of reproduction?
- Single or multiple VERSIONS?
- At which PLACEMENT/S?
- For what DURATION?
- In which REGIONS?
- In which INDUSTRIES?
- In which LANGUAGES?
- Under what type of EXCLUSIVITY?



Common Prohibitions & Duties

- License Start Date and End Date
- Media Constraints
- Region Constraints
- Product or Service Constraints
- Image File Constraints
- Image Alteration Constraints
- Image Duplication Constraints
- Model Release Status
- Minor Model Age Disclosure
- Property Release Status
- Credit Line Required
- Credit Line Text
- Adult Content Warning



PLUS Industry Standards

- Developed in an open process.
- Participation by all relevant industries, in 34 countries.
- Unbiased, Neutral, Apolitical
- Based standards upon actual licensing practices.
- All licensing models.
- Extensible to accommodate evolving practices.



PLUS Media Summary Code - Broad

- |PLUS|V0120|U001|1IAK1UNA2ALL3PAA4SAA5VAA6QAA7DAA8RAA8AA8LAA9ENE|
- Usage: A
- Media: All Categories | All Media Types | All Formats | All Distribution Formats
- Placement: Any Placements on All Pages
- Size: Any Size Image | Any Size Media
- Version: All Versions
- Quantity: Any Quantity
- Duration: In Perpetuity
- Regions: Broad International Region | Worldwide
- Industries: All Industries
- Languages: All Languages
- Exclusivity: Non-Exclusive



Sample License - Publisher

- A. Textbook – middle reader, printed, multiple placements on cover and interior, up to half page, up to 500,000 copies, single hardcover edition, up to 5 years in German, English and Spanish, only in specified countries, limited exclusivity (region media)
- B. E-book version, downloadable
- C. Web version
- D. Ancillary materials – printed
- E. Ancillary materials - web
- F. Marketing materials
- G. Advertising - educational magazines
- H. Advertising - web



PLUS Media Summary Code

- |PLUS|V0120|U008|1IAQ1UNA2BEE3PTK4SEJ5VUK6QEN7DWV8RCE8RSV8RDE8IED8ISC8LEN8LGE8LSP9EME9ERE|1IAL1UNB2EBT3PSM4SEJ5VUG6QDN7DYY8RWA8IED8ISC8LAA9ENE|1IAL1UNC2EPR3PPQ4SKG5VUG6QUL7DYY8RAA8IED8ISC8LAA9ENE|1IAQ1UND2ELK3PTK4SEJ5VVC6QEN7DWV8RCE8RDE8RSV8IED8ISC8LEN8LGE8LSP9EME9ERE|1IAL1UNE2GBY3PTK4SEJ5VUG6QFN7DYY8RAA8IED8ISC8LAA9ENE|1IAK1UNF2JAM3PRV4SAG5VUY6QER7DYC8RAA8ISC8LAA9ENE|1IAL1UNG2DEB3PPV4SLY5VUY6QGB7DZK8RAA8IED8ISC8LAA9ENE|1IAL1UNH2GUM3PPQ4SCF5VUY6QUL7DZK8RAA8IED8ISC8LAA9ENE|
- **PLUS Decoder API:**
<http://useplus.com/PlusDecoder/Api/DecoderService.ashx?mediaCode=>



PLUS Media Summary Code

- Media Usages: 8
- Usage: A
- Media: Editorial | Book | Textbook (Middle Reader) | Printed
- Placement: Multiple Placements on Any Covers And Interior Pages
- Size: Up To 1/2 Page Image | Any Size Page
- Version: Single Hardcover Edition
- Quantity: Up To 500,000 Print Run
- Duration: Up To 5 Years
- Regions: Northern America | USA and Canada; Latin America and Caribbean | El Salvador; Europe | Germany
- Industries: Education; Sciences
- Languages: English; German; Spanish
- Exclusivity: Exclusivity For Media; Exclusivity For Region



PLUS Media Summary Code

- Usage: B
- Media: Editorial | Book | Textbook (Middle Reader) | E-Book in Internet Downloadable File
- Placement: Multiple Placements on Any Interior Pages
- Size: Up To 1/2 Page Image | Any Size Page
- Version: Single Edition
- Quantity: Up To 100,000 Copies
- Duration: Up To 10 Years
- Regions: Broad International Region | Worldwide Excluding North America
- Industries: Education; Sciences
- Languages: All Languages
- Exclusivity: Non-Exclusive



PLUS Media Summary Code

- Usage: C
- Media: Editorial | Book | Textbook (Middle Reader) | E-Book in Internet Website
- Placement: Multiple Placements on Home Page And Secondary Pages
- Size: Any Size Image | Any Size Screen
- Version: Single Edition
- Quantity: Any Quantity
- Duration: Up To 10 Years
- Regions: Broad International Region | Worldwide
- Industries: Education; Sciences
- Languages: All Languages
- Exclusivity: Non-Exclusive



PLUS Media Summary Code

- Usage: H
- Media: Advertising | Periodicals | Magazine (Education Magazine) | Internet Website
- Placement: Multiple Placements on Home Page And Secondary Pages
- Size: Up To 1/4 Area Image | Up To 300 x 600 Pixels Ad
- Version: Multiple Versions
- Quantity: Any Quantity
- Duration: Up To 5 Years
- Regions: Broad International Region | Worldwide
- Industries: Education; Sciences
- Languages: All Languages
- Exclusivity: Non-Exclusive



Examples of Current PLUS Projects

- Developing version 2.0.
- Working with ODRL.
- Working with Linked Content Coalition.
- Assisting stakeholders with PLUS integration.
- Developing and testing PLUS Registry.



Public beta: www.PLUSregistry.org

PLUS Registry beta 1.0 Search | Manage Images | Manage Licenses | About | Help Sign In | Create an Account

Search the Registry Now
Find and contact artists, rights-holders, licensors, licensees and archives.
View information about an image or image license.

● Search by name, image URL or PLUS ID ● Upload and search on an image [Search Options](#)

What's Up

Join. PLUS membership is free, and allows you to add a Registry listing. The Registry operates on a co-op model, funded by optional contributions from "Supporting Members," who receive a unique PLUS ID and access to additional features. [More...](#)

Brick by Brick. During Phase 1 beta testing, you may search for individuals or businesses by name or PLUS ID only. In Phases 2 and 3, PLUS will introduce search and bulk registration of image and license info, by PLUS ID and by reverse image recognition. [More...](#)

The Hub. The PLUS Registry will serve as a global, multilingual hub for other registries, and will allow registration and search using third-party applications and plug-ins. PLUS will provide an Application Programming Interface (API) supporting bi-directional connections with authorized applications. [More...](#)

Find. Be Found.
Welcome to the non-profit PLUS Registry, developed and operated cooperatively by a global Coalition of all communities engaged in creating, using, distributing and preserving images.
Find. Search the Registry to find rights and descriptive information ("metadata") for any image, and to find current contact information for related creators, rights holders and institutions.
Be Found. Register for a free listing to allow anyone in the world to easily find and contact you. Register your images and image licenses to allow authorized users to find rights and descriptive metadata using a PLUS ID or image recognition.

Tutorials
How To Use The Registry

PLUS Leadership Circle
Significant Contributors

The PLUS Coalition
Participating Associations

Join PLUS Today
Become a Member for Free



PLUS[®]
PICTURE LICENSING
UNIVERSAL SYSTEM