

# Media licensing

## 1 Introduction

1.1 Ordnance Survey issues a number of Copyright Licences including:

- Publishing
- Paper map copying
- Educational
- Digital mapping
- Internet
- Media licensing

1.2 This is the media licensing leaflet. It provides information about the use of our mapping:

- in printed magazines published at least three times a year;
- in all registered newspapers;
- on television;
- in feature films; and
- in online publications.

1.3 The rules cover the use of mapping to illustrate printed news and feature articles, television programmes and feature films. They also cover the use of mapping in newspaper and magazine supplements where the supplements are a regular feature of every edition and produced at no extra cost to the reader. However, they do not cover the use of mapping in advertisements of any kind.

1.4 The conditions do not apply to publications produced by public sector organisations such as local authorities, educational establishments and government departments (which have separate arrangements with Ordnance Survey). Nor do they apply to books or pamphlets, CD-ROMs, DVD-ROMs or video/DVDs which are all classed as publishing to which separate rules and fees apply.

1.5 For permission to use our mapping in any of the ways described in paragraphs 1.2 and 1.3 please contact:

Press Office  
Ordnance Survey  
Explorer House  
Adanac Drive  
SOUTHAMPTON  
United Kingdom  
SO16 0AS  
Phone: 023 8005 5565  
[pressoffice@ordnancesurvey.co.uk](mailto:pressoffice@ordnancesurvey.co.uk)

1.6 If you want to use our mapping in an advertisement or for any other use not covered by these rules, please contact our Customer Service Centre for details of charges (see appendix 1).

## 2 Royalty-free use of maps in printed magazines and newspapers

2.1 This leaflet sets out the special conditions to encourage the media to use our material. You can include extracts of our maps to illustrate news and feature articles (and similar editorial matter) in any issue of a qualifying printed magazine or newspaper without paying a royalty. In each issue, the total area reproduced must be 1 000 cm<sup>2</sup> or less (the equivalent of just over 3 x A5 size), although no single extract can be larger than A4 size (625 cm<sup>2</sup>) when it appears on the page. Larger extracts of original Ordnance Survey maps may be used if they are proportionately reduced in size to fit within the published size limits.

2.2 To qualify for this royalty-free use you must:

- write, fax or email us to let us know in advance what you want to do and obtain our permission; and
- include in your publication the relevant copyright acknowledgement from appendix 2.

If you qualify we will then confirm our permission in writing and give you a licence number for one use only.

Alternatively, newspapers and magazines which regularly need to reproduce our maps may apply for a free annual licence covering 12 months. We will issue a single licence number which you must use, with the agreed acknowledgement, alongside every map extract you reproduce during the year. All other conditions in this leaflet continue to apply, including the size limits set out in paragraph 2.1.

If you hold an annual licence you do not need to contact us again during the 12 months to get individual approval to publish map extracts (unless you wish to exceed the royalty-free size limits). However, we can withdraw the annual licence without notice if you do not follow the rules.

You can apply for an annual licence online at [www.ordnancesurvey.co.uk/media](http://www.ordnancesurvey.co.uk/media). Then select media toolkit followed by *copyright guidance*.

2.3 If you need to reproduce more mapping in a single issue of your publication than is allowed under the royalty-free limits, there will be a charge. The maximum amount of additional mapping that can be reproduced is 1 250 cm<sup>2</sup> – an area equivalent to an A3-sized sheet of paper. So if a charge is paid, the maximum map area that can be reproduced in a single issue is 2 250 cm<sup>2</sup>, the first 1 000 cm<sup>2</sup> of which will be free. The rule that no single extract can be larger than A4 size still applies. See appendix 1 for details of charges.

If you do wish to pay to licence additional mapping:

- please contact our Customer Service Centre rather than the Press Office;
- indicate that the mapping you require qualifies for media rates; and
- confirm the total amount of mapping you wish to use.

**NOTE:** The invoice you receive will not show a charge for the first 1 000 cm<sup>2</sup>, only for the additional mapping used.

2.4 If you are reproducing mapping which is produced by another publisher, but which is based on original Ordnance Survey material, you must also get the other publisher's approval before you apply to us. They may charge for royalties. Some other publishers have agreements with us that mean you only need to be licensed by them. In particular, if you wish to reproduce mapping published by A-Z®, AA® Publishing, Estate Publications or George Philip Ltd, you only need to contact them for permission.

### 3 Royalty-free use of maps in television programmes and feature films for cinema

3.1 You will not have to pay a royalty for a single shot or sequence of shots lasting five minutes or less in a single programme or feature film. To qualify you must follow the procedures set out in paragraph 2.2 and specifically acknowledge the use of our mapping in some way. For example, you might:

- include Ordnance Survey in the credits of the programme or feature film;
- mention Ordnance Survey by name in the commentary or on-screen interviews;
- show the Ordnance Survey name or corporate mark (logo) on screen for at least part of the programme; or
- focus briefly on the cover of the Ordnance Survey map you are using.

You must let us know how you will acknowledge us when you write to us to say that you want to use our map in your broadcast or film.

If you are unable to offer any on-screen acknowledgement, it is still possible to use our mapping, but not free of charge. The royalty rates set out in paragraph 3.2 will apply.

3.2 The following copyright charges apply if maps are used for more than five minutes in any one programme, or if it is not possible to offer an on-screen acknowledgement:

National broadcast £84.00 + VAT

Regional broadcast £47.50 + VAT

If you need to pay for a licence, please contact the Customer Service Centre (see appendix 1) in the first instance rather than the Press Office.

3.3 We will not charge you for repeat broadcasts as long as the original acknowledgement to us continues to appear. You do not need to renew the licence we issue to cover a specific programme as long as the programme or feature film remains complete and you do not edit the mapping for a different programme or film. If you do edit it for a different production you will need another licence.

3.4 Any royalty-free licence for our mapping will cover on-screen use for transmissions overseas as well as in the United Kingdom as long as the programme or feature film remains intact and the acknowledgement is retained.

- 3.5 The rights do not allow you to use our mapping in supporting material such as books and fact sheets or any subsequent CD-ROMs, DVD-ROMs or video/DVDs.

We class these as commercial publishing, so there will be a royalty charge and Ordnance Survey will have to issue a separate licence. Please contact our Customer Service Centre for details if you need this permission (see appendix 1). As a guideline, the current charge we generally levy for issuing a broadcast programme as part of a CD-ROM, DVD-ROM or Video/DVD is double the rate shown in paragraph 3.2.

- 3.6 There is no royalty charge for using Ordnance Survey maps in background or incidental shots where no map detail can be studied (for example, if a wall map is used as a scenic prop and is not featured in close-up). There are no time limits for this type of use in any programme and a media licence is not required for such use.

#### **4 Electronic versions of printed material, including use on the Internet**

- 4.1 Some newspapers, magazines, television and film production companies have websites on which they reproduce extracts of their printed editions or highlights of their programmes. If the map extracts used in the printed editions or programmes appear on the Internet in the same format and context, it is not necessary to get separate permission or pay another royalty charge for such use. However, the web versions must not exceed the applicable size limits and should include the original acknowledgement that appeared in the printed edition or programme.
- 4.2 Solely online publications which wish to illustrate news or feature articles in any single edition of their online publication may use up to 1 000 cm<sup>2</sup> of original Ordnance Survey mapping on their sites free of charge, but you will need to follow the procedures set out in paragraph 2.2.

Those who wish to use more than 1 000 cm<sup>2</sup> online will require a different type of annual licence (either a Paper map copying or Internet licence) for which there is currently a minimum charge of £47.50 + VAT. For more details of either type of licence and for an estimate of the cost to you, please contact our Customer Service Centre (see appendix 1).

- 4.3 Where map extracts are featured on a website as described above, it should be made clear to users that they are only able to use the extracts for their own private use. This could be by the inclusion of an appropriate statement alongside the extract, or in the general terms of use covering information on the website.
- 4.4 CD-ROMs, DVD-ROMs or video/DVDs carrying Ordnance Survey mapping always need a separate publishing licence for which there is a charge. For more details, please contact our Customer Service Centre (see appendix 1).

#### **5 Ownership, liability for and illegal use of our mapping**

All our materials, services and mapping products, including digital data, are protected by Crown copyright.

Copying our maps or using our data without permission is an illegal act, and if you do so you may be subject to legal action and liable, as a consequence, to pay damages. It is your responsibility to ensure that Ordnance Survey data is fit for your intended use. No other warranty, term, condition or agreement will apply to goods or services licensed under this agreement. We will be responsible for death or personal injury that results from our negligence or the negligence of our employees, or for fraud. In any other case, we cannot be held legally responsible for any amount greater than the price paid by you under this agreement. We will not be responsible for any loss of profits or contracts, or for any indirect loss you suffer. If you need more information, please phone the Customer Service Centre on: 08456 05 05 05.

## Website

You can find us at: [www.ordnancesurvey.co.uk](http://www.ordnancesurvey.co.uk)

There is a dedicated Press Office section of the site, called Media centre which includes a wide range of material – including text, photographs and illustrative map extracts – which may be useful to journalists and picture editors in their work.

## Trademarks

Ordnance Survey and the OS Symbol are registered trademarks of Ordnance Survey, the national mapping agency of Great Britain.

A-Z is a registered trademark of Geographers' A-Z Map Company.

AA is a registered trademark of the Automobile Association.

**Please turn the page for Appendix 1 and Appendix 2.**

## Appendix 1 Newspaper and magazine royalty rates

To qualify for free royalties, you must follow the procedures shown in paragraph 2.2.

**If you want to use additional extracts beyond the royalty-free limits, up to an additional 1 250 cm<sup>2</sup>, there will be a charge. Details are shown below; all the prices are subject to VAT.**

To get a licence to use extracts beyond the royalty-free limits, or to apply for another type of licence, or to enquire whether it is possible to use our material for any other purpose or in any other form (such as on CD-ROM), please contact:

Customer Service Centre, Ordnance Survey, Explorer House, Adanac Drive, SOUTHAMPTON, United Kingdom, SO16 0AS

**Phone:** +44 (0)8456 05 05 05

**Fax:** 08450 990494

[customerservices@ordnancesurvey.co.uk](mailto:customerservices@ordnancesurvey.co.uk)

<b>National newspapers</b> (including their own supplements) Extracts up to a total area of 1 000 cm <sup>2</sup> , with no single extract larger than 625 cm <sup>2</sup> (A4) <b>Free</b> Additional extracts: Up to a total of 156.25 cm <sup>2</sup> (A6) <b>£47.50</b> Up to a total of 312.5 cm <sup>2</sup> (A5) <b>£84.00</b> Up to a total of 625 cm <sup>2</sup> (A4) <b>£169.00</b> Up to a total of 1 250 cm <sup>2</sup> (A3 – maximum allowed) <b>£338.00</b> <b>Regional and local newspapers</b> Extracts up to a total area of 1 000 cm <sup>2</sup> , with no single extract larger than 625 cm <sup>2</sup> (A4) <b>Free</b> Additional extracts: Up to a total of 156.25 cm <sup>2</sup> (A6) <b>£47.50</b> Up to a total of 312.5 cm <sup>2</sup> (A5) <b>£47.50</b> Up to a total of 625 cm <sup>2</sup> (A4) <b>£84.00</b> Up to a total of 1 250 cm <sup>2</sup> (A3 – maximum allowed) <b>£169.00</b>	<b>Magazines</b> (up to and including 250 000 copies) Extracts up to a total area of 1 000 cm <sup>2</sup> , with no single extract larger than 625 cm <sup>2</sup> (A4) <b>Free</b> Additional extracts: Up to a total of 156.25 cm <sup>2</sup> (A6) <b>£47.50</b> Up to a total of 312.5 cm <sup>2</sup> (A5) <b>£47.50</b> Up to a total of 625 cm <sup>2</sup> (A4) <b>£84.00</b> Up to a total of 1 250 cm <sup>2</sup> (A3 – maximum allowed) <b>£169.00</b> <b>Magazines</b> (more than 250 000 copies) Extracts up to a total area of 1 000 cm <sup>2</sup> , with no single extract larger than 625 cm <sup>2</sup> (A4) <b>Free</b> Additional extracts: Up to a total of 156.25 cm <sup>2</sup> (A6) <b>£47.50</b> Up to a total of 312.5 cm <sup>2</sup> (A5) <b>£84.00</b> Up to a total of 625.5 cm <sup>2</sup> (A4) <b>£169.00</b> Up to a total of 1 250 cm <sup>2</sup> (A3 – maximum allowed) <b>£338.00</b>
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## Appendix 2 Acknowledgements

Every reproduction of Ordnance Survey material must carry an acknowledgement

For all extracts of Ordnance Survey mapping, or which use our original mapping as a backdrop with other information overprinted on it, please use the following words and replace the xs with your licence number:

Ordnance Survey mapping © Crown copyright.  
Media xxx/xx

If an extract does not look like Ordnance Survey material (for example, if it is from another publisher's map but which has been redrawn from an Ordnance Survey original), please use the following words and replace the xs with your licence number.

Based on Ordnance Survey mapping © Crown copyright. Media xxx/xx

**NOTE:** The charges set out in this leaflet are current as at August 2011, but may change in the future. Any changes will be posted on our website