



AAP Newswire Multimedia and AAP One Terms & Conditions

As at 9 July 2014

These terms shall apply to your use of the AAP image sites branded as AAP One (located at www.one.aap.com.au) and AAP Newswire Multimedia (located at www.multimedia.aapnewswire.com.au) collectively 'Multimedia Site'.

1. Introduction

- 1.1 This AAP Multimedia Licence Agreement (**Agreement**) sets out the terms upon which Australian Associated Press Pty Limited (**AAP**) will allow you, (including your directors, employees, officers, contractors, agents, principals, or any related body corporate or affiliate) (**you or Licensee**) to access and use the Multimedia Site and the Licensed Material made available for download at the Multimedia Site by AAP Newswire Multimedia (**AAP Newswire Multimedia**), a department of AAP.
- 1.2 This Agreement is in addition to any other written agreement you may have with AAP in respect of the supply and use of the images or other material or services (**Other Agreement**) and in the event of any conflict or inconsistency between this Agreement and the Other Agreement, this Agreement will prevail to the extent of the conflict or inconsistency, unless otherwise stated in the Other Agreement.
- 1.4 AAP reserves the right to amend this Agreement at any time by posting an updated version of this Agreement (**Revised Terms**). If your registration is approved by AAP under clause 7.1, you should periodically refer to the address www.aap.com.au/legal to check for any changes to the terms of this Agreement. You acknowledge that your use of the Multimedia Site after the posting of the Revised Terms to the Multimedia Site constitutes your acceptance of the Revised Terms.
- 1.5 This Agreement does not apply to Royalty Free Images which AAP may make available from time to time.
- 1.6 This Agreement may not apply to the use of Licensed Material in broadcasting/television medium. This will be subject to the terms and conditions of separate agreement. You should contact your account manager to discuss.
- 1.7 This document contains a Definition section which defines the meaning of terms in this Agreement (such as "Licensed Material"). You will also find extra terms with cover Digital Platforms. The [Digital Terms](#) contain definitions for terminology that specifically apply to the Digital environment.
- 1.8 You may use the Licensed Material from the AAP Newswire Multimedia Site for editorial use only. Even if your intention is to use Licensed Material for **editorial use**, further restrictions may be placed on that Licensed Material, as set out in this Agreement, any additional Other Agreement you have with AAP or notations on the Licensed Material itself. If you are uncertain as to whether you may use the Licensed Material in the context you wish then you must contact your account manager first.
- 1.9 If you intend to use any Licensed Material for any purpose other than as described in clauses 3, 4 and 5,

including without limitation, in marketing, promotional or advertising campaigns, you must contact a representative of AAP Newswire Multimedia. You will need to enter into a separate written licence agreement with AAP to cover such use before the relevant Licensed Material is provided to you or you use the relevant Licensed Material.

- 1.10 Special provisions apply regarding sporting images (see clause 6.4 and 6.5). Please contact a representative of AAP Newswire Multimedia to discuss.

2. Downloading Licensed Material from the Multimedia Site

- 2.1 You may only view and download Licensed Material from the Multimedia Site if you intend to use the Licensed Material for one of the following purposes:
 - (a) to publish Licensed Material other than Comping Images and Videos in hard copy print form in an Editorial Publication for editorial purposes only in accordance with clause 3;
 - (b) to use a low resolution version (no more than 72dpi) of an Image, Caricature or Cartoon (**Comping Image**) in your layout or comprehensive rendering of a proposed work for internal or client review or testing in accordance with clause 4;
 - (c) to use a comping hi-res Image, Caricature or Cartoon (Comping Image) in your layout or comprehensive rendering of a proposed work for internal or client review or testing in accordance with clause 4; or
 - (d) to display Licensed Material other than Comping Images on a Digital Platform for editorial purposes only in accordance with clause 5.
- 2.2 The uses in 2.1(a) to (d) above are collectively known as "Authorised Platforms" in this Agreement.

3. Use of Licensed Material in hard copy print form (Print Platforms)

- 3.1 Subject to clause 3.2 and 6, for Licensed Material other than Comping Images and Videos, AAP grants you a non-exclusive, non-transferable licence in the Territory to:
 - (a) download that Licensed Material;
 - (b) use that Licensed Material on one computer with one user; and
 - (c) publish that Licensed Material, for once only use in an Editorial Publication (or similar editorial material) for editorial purposes only in accordance with this Agreement.
- 3.2 In addition to other restrictions under this Agreement you may not use any sporting images in books (including e-books) without first obtaining the prior written consent of AAP.

4. Use of Licensed Material for Comping purposes

4.1 Subject to clause 6, in respect of Comping Images, AAP grants you a royalty-free, non-exclusive, non-transferable licence in the Territory to:

- (a) download the Comping Image; and
- (b) use that Comping Image on one computer with one user, for once only, non-commercial, internal business Comping purposes.

4.2 The downloaded Comping Image may not be used in any materials in final form distributed within your organisation or in any material in any form whether in hard copy or digital distributed outside of your organisation or to the public, including but not limited to advertising and marketing the materials in any online or other electronic distribution system (except that you may transmit a Comping Image digitally or electronically to your clients for their internal review only).

4.3 You must not:

- (a) except as otherwise provided in clause 4.1, store or archive the Comping Image, either in hard copy or digital form; or
- (b) share or copy the Comping Image, for example by maintaining it in a database or including it in a disc library, image storage jukebox, network configuration or other similar arrangements;
- (c) reverse engineer, modify, alter, adapt, disassemble, decompile or amend in any part the Comping Image;
- (d) post, transmit, republish, redistribute, re-disseminate, broadcast, communicate or exploit (whether commercially or otherwise) the Comping Image; or
- (e) distribute, sublicense or make the Comping Image available for use or distribution separately or individually and you must not grant any rights to the Comping Image.

5. Use of Licensed Materials on Digital Platforms

5.1 For Licensed Material other than Comping Images and subject to clause 5.4 to 5.7 (Videos), AAP grants you a non-exclusive, non-transferable licence in the Territory to:

- (a) download the Licensed Material;
- (b) display the Licensed Material on a one off basis on one of the Digital Platforms for which you must have obtained prior consent from AAP.

5.2 Your use on a Digital Platform will also be subject to our our Digital Terms which may be found [here](#). These terms also cover use of the Licensed Material on Social Media sites by you or by your Users (for example through sharing buttons) and the accreditation and disclaimer requirements you must comply with. You must familiarise yourself with the [Digital Terms](#) as they form part of this Agreement.

5.3 You may display the Licensed Material on the Digital Platforms and store in computer readable form, in accordance with this Agreement, any Licensed Material on a once-only basis for a period of not more than thirty (30) days from the date upon which the Licensed Material is downloaded from the Multimedia Site (Storage Period) unless otherwise negotiated with AAP other than where the Licensed Material comprises Videos, the storage of which is dealt with below. You must delete all such Licensed Material at the end of the Storage Period. Notwithstanding this clause, you must not display any Licensed Material that AAP has retracted, cancelled or modified.

5.4 For Licensed Material comprising Videos, AAP grants you a non-exclusive, non-transferable licence to use the Videos for limited internet exhibition (non-download) and related rights as detailed in clause 5.3 solely for Digital Platforms located in the Territory and marketed in English.

5.5 For Licensed Material comprising a Video you are entitled to:

- (a) display, exhibit, and perform the Video in a form different to the form as delivered to you by AAP provided that such form does not materially change the substance of the relevant Video;
- (b) reformat, digitize, compile, segment, edit, alter, adapt, enhance, index, mix, customize, add commentary, and repackage the content of the Video and any portions thereof for the purpose of incorporating the Video into, and customizing it for, your Digital Platform, provided that you do not materially change the substance of the relevant Video;
- (c) promote, market, and advertise the Video or any portions thereof in accordance with the terms of this Agreement;
- (d) use your logos in association with the Video provided that you do not insert such logos into the Video itself, and further provided that you retain the existing AAP or Information Source logos in the Video, and otherwise comply with the credits and accreditation and copyright notice requirements under this Agreement; and
- (e) if applicable, classify and index the Video into your Digital Platform's search engines and indexes.

5.6 For Licensed Material comprising Videos, you have the right to archive or otherwise retain each individual downloaded Video in an on-line electronically retrievable format for the maximum of fourteen (14) days, or as otherwise advised to you by AAP, after delivery of the Video. Upon termination of this Agreement you must immediately destroy all original archive of each individual downloaded Video.

6. Restrictions on use of Licensed Material

6.1 Except to the extent expressly permitted in clauses 3, 4 and 5, you are not permitted to:

- (a) save or copy the Licensed Material in any form, whether in hard copy or in digital storage;
- (b) otherwise permit the unauthorised re-publication, transfer or any other use, whether private or commercial, of the Licensed Material;
- (c) reverse engineer, modify, alter, adapt, disassemble, decompile or amend any part of the Licensed Material;
- (d) archive or maintain a database in electronic or structured manual form by regularly or systematically downloading and storing any Licensed Material from the Multimedia Site;
- (e) post, transmit, republish, redistribute, re-disseminate, communicate or exploit (whether commercially or otherwise), any Licensed Material;
- (f) frame or create a hypertext linking to or from any Licensed Material, or post or email the Licensed Material to any newsgroups or message systems;
- (g) remove any accreditation and copyright notice or trademark from any place where it appears on or in the Licensed Material or its accompanying materials;
- (h) use the Licensed Material or any part of it as part of a trademark, service mark, or logo;

- (i) re-sell, distribute or sub-license the Licensed Material or the rights to use it to anyone for any purpose, except as specifically provided for elsewhere in this Agreement, or use the Licensed Material in a product whereby the purchaser or licensee of that product can then use the Licensed Material for its own purposes;
 - (j) use the images in any way that could discriminate or vilify, or be considered defamatory, pornographic, libellous, immoral, obscene or fraudulent, either by making physical changes to it, or through its juxtaposition to accompanying text.
- 6.2 For the avoidance of doubt, the licence granted under clause 3 does not permit you or anyone else to display the relevant Licensed Material in marketing, promotional or advertising campaigns in any medium. The restriction in this clause 6.2 does not apply to the display of the relevant Licensed Material in marketing, promotional or advertising campaigns as part of the relevant Editorial Publication provided that a substantial part of the page containing the relevant Licensed Material is displayed (including the story in respect of which the relevant Licensed Material is displayed). In respect of use in electronic marketing, promotional or advertising campaigns, the restriction in this clause 6.2 does apply to the display of the relevant Licensed Material contained in the relevant Editorial Publication as a full screen flash, including an initial full screen flash with subsequent "zoom out" displaying a substantial part of the page on which the relevant Licensed Material is displayed.
- 6.3 You must observe and comply reasonably promptly with all reasonable instructions from AAP regarding display of corrections, retractions or apologies in the form requested by AAP or in respect of the taking down of Licensed Material from Authorised Platforms.
- 6.4 AAP's ability to make available for download from the Multimedia Site Images which are sporting images (Sporting Images) is contingent upon the terms of accreditation imposed by any relevant sporting organizations. If any sporting organization imposes any restrictions or limitations on AAP in terms of AAP's coverage of any sporting events or fixtures, you acknowledge and agree that AAP's ability to supply the relevant Sporting Images through the Multimedia Site will be similarly limited or restricted. Additionally, you will comply with any limitations or restrictions imposed by any sporting organization and agreed to by AAP in order to gain access to the sporting event provided that such limitations and restrictions are notified to you by AAP.
- 6.5 You acknowledge that AAP's sale of sporting images is subject to the Code of Practice for Sports News Reporting. Any Sporting Images you download from the Multimedia Site must not be used for Commercial Use and you must comply with any additional conditions notified by AAP to you as a condition of using the Sporting Images. In particular, you must not use such Sporting Images in a manner that creates a false impression that a person or business has a sponsorship, approval or affiliation with the sport, sporting organisation or the event or any participants in the event. For the purposes of this clause, "**Commercial Use**" means the sale or production or use of content for advertising or promotional or merchandising purposes, including:
- (a) photographs being used by a non-media organisation on a website or webpage, in a publication or via some other medium for any purpose other than publishing of news content on any technical platform including individual publications, web-pages, digital platforms or print media where that platform or medium is or will be

genuinely and ordinarily used for the publication of news content;

- (b) operating a statistics service; or
- (c) photographs being used for or in any advertisements, promotional materials, for merchandise such as memorabilia, collector's cards, calendars, clothing, packaging or competitions.

7. Registration

- 7.1 Before you are allowed to access the Multimedia Site, AAP will review the registration details which you have completed. AAP may decide in its sole discretion whether to accept your registration. On acceptance of your registration by AAP, you will be issued a username and password that will enable you to access the Multimedia Site.
- 7.2 You are responsible for all use of the Multimedia Site and the Licensed Material downloaded using your username and password unless you notify AAP that there has been an unauthorised use in which case you will not be liable for that unauthorised use which has been notified. You should therefore take care of your username and password and not give it to any person not authorised to use the Multimedia Site on your behalf, nor allow any part of the Multimedia Site to be made available to persons who have not been registered by AAP as users of the Multimedia Site.
- 7.3 In relation to the information that you provide for registration, AAP will keep your business records and personal details confidential in accordance with AAP's Privacy Policy, a copy of which is available www.aap.com.au/legal.

8. Conditions of use of AAP Newswire Multimedia Site

- 8.1 When accessing and using the Multimedia Site, you must:
- (a) abide by any restrictions and limitations imposed by AAP in addition to those set out in this Agreement; and
 - (b) read and abide by any additional restrictions or conditions contained within the caption or special instructions on the Licensed Material itself.
- 8.2 Downloaded Licensed Material must not be used in a manner which would damage the reputation and goodwill (including by associating the Licensed Material with other material) of AAP, AP, AFP, EPA, PA, Mary Evans, Moodboard, Famous, ABACA, Graylock, Picture Perfect, Wildlight, FWD, Universal or any other Information Source or Licensed Material owner.
- 8.3 Except where you are using the Licensed material for the purposes of reporting news, you are responsible for obtaining at your own cost any necessary rights clearances from third parties relating to any part/aspect of the Licensed Material which may be protected by proprietary rights, copyright, neighbouring rights (including, without limitation, moral rights and performers' rights) or privacy rights prior to your use of the Licensed Material, including, but not limited to:
- (a) clearances from people whose image appears; or
 - (b) clearances in respect of buildings, works of art, designs, public monuments and/or other inanimate objects contained in the Licensed Material.
- 8.4 Licensed Material must be downloaded at full resolution. Screen copying is not permitted.

9. Payment

- 9.1 Subject to 9.4, 9.5 and 9.6, you must pay for your use of downloaded Licensed Material in accordance with AAP's current prices as quoted by AAP and provided to you with your username and password (Fees). For the avoidance of doubt, there is no charge for use of Comping Images provided that such use is in accordance with clause 4.
- 9.2 AAP will issue you with a tax invoice on a monthly basis, setting out details of your use of downloaded Licensed Material. You must pay each invoice within 30 days of the invoice date.
- 9.3 If you publish, transmit, display or otherwise make available Licensed Material that you have copied from the Multimedia Site other than by downloading it, in breach of this Agreement (**Publication in Breach**), AAP reserves the right to take whatever action it considers appropriate in respect of such Publication in Breach. Notwithstanding such right, and reserving all other rights of AAP, you agree to pay an amount of twice the relevant download charge for the copied Licensed Material within 30 days of the date of an invoice for that amount issued by AAP. Such payment is by way of liquidated damages, which amount is agreed by the parties to represent a genuine pre-estimate of the loss or damage suffered by AAP as a result of the Publication in Breach.
- 9.4 If you download an Image, Caricature or Cartoon, you must notify AAP within 60 days if you are a book publisher and intend to include the Image, Caricature or Cartoon in a book to be published by you of the date of that download, by providing either a copy of the publication containing the Image, Caricature or Cartoon or a written statement describing the intended publication of the Image, Caricature or Cartoon (the Publication Notice). AAP will then invoice you for your use of the relevant Licensed Material.
- 9.5 If you do not provide AAP with notice in accordance with clause 9.4, AAP will charge you the maximum price for usage set out in AAP's current pricing as quoted by AAP.
- 9.6 If you download Licensed Material and do not use it, you must immediately notify AAP Newswire Multimedia in accordance with clause 9.4 and destroy all electronic copies of the Licensed Material and any working draft copies made of the Licensed Material as a result of your use of it. In the event of any subsequent publication of the Licensed Material, AAP reserves the right to take whatever action it considers appropriate in respect of such publication. Notwithstanding such right, and reserving all other rights of AAP, you agree to pay an amount of twice the relevant download charge for the copied Licensed Material within 30 days of the date of an invoice for that amount issued by AAP. Such payment is by way of liquidated damages, which amount is agreed by the parties to represent a genuine pre-estimate of the loss or damage suffered by AAP as a result of such publication.

10. GST

- 10.1 For the purposes of this clause 10, GST means the GST as defined in the A New Tax System (Goods and Services Tax) Act 1999 (Cth) (GST Act), and words used in this clause which have a defined meaning in the GST Act, have the same meaning as in the GST Act, unless the context otherwise requires.
- 10.2 Unless expressly included, the consideration for any supply made under or in connection with this Agreement does not include GST.
- 10.3 To the extent that any supply made under or in connection with this Agreement is a taxable supply, the

consideration for that supply is increased by an amount equal to that consideration multiplied by the rate at which GST is imposed in respect of that supply.

- 10.4 All payments made by the Licensee under this Agreement will be net of any applicable withholding tax required to be deducted. If the Licensee is required to make a deduction or withholding in connection with any tax from any payment that the Licensee is required to make to AAP under this Agreement, the Licensee must:
- pay the tax in accordance with applicable law;
 - use its best endeavours to obtain an official receipt from the appropriate governmental agency;
 - deliver a copy of the official receipt to AAP no more than twenty (20) days after receiving it; and
 - pay to AAP such additional amount as will ensure that AAP is in no worse position than if no deduction had been required by law.
- 10.5 You will pay any tax or duty payable in respect of the performance of this Agreement or otherwise arising from payment of the Fees.

11. Accreditation and copyright notices

- 11.1 In respect of Licensed Material comprising an Image, you must correctly identify each of AAP, AP, AFP, EPA, PA, Mary Evans, Moodboard, Famous, ABACA, Graylock, Picture Perfect, Wildlight, FWD, Universal and the photographer and include the following accreditation and copyright notices in connection with all uses of the Image(s) (subject to clause 11.4 in respect of additional requirements of AAP, AP and AFP relating to use of Licensed Material under clause 5 – Digital Platforms):
- in the case of AAP Images, in the form "AAP Image/[Photographer]";
 - in the case of AFP Images, in the form "AFP/AAP/[Photographer]";
 - in the case of AP Images, in the form of "AP via AAP [Photographer]";
 - in the case of EPA Images, in the form "©[year] EPA [name of photographer]";
 - in the case of PA Images, in the form "PA/AAP/[Photographer]";
 - in the case of Mary Evans images, in the form "Mary Evans/AAP/[Photographer]";
 - in the case of Moodboard images, in the form "Moodboard/AAP/[Photographer]";
 - in the case of Famous Images, in the form "[name of photographer]/FAMOUS/AAP Image";
 - in the case of Graylock Images, "[name of photographer]/AAP Image";
 - in the case of Picture Perfect Images, "©[year]AAP Images/Picture Perfect [name of photographer]";
 - in the case of FWD Images, in the form of "FWD/AAP/[Photographer]";
 - in the case of Universal Images Limited, in the form "AAP Image/UIG/[Contributor]".
 - in the case of the Advertising Archives images, in the form "AAP Image/The Advertising Archives"
 - in the case of Newzulu images, in the form "AAP Image/Newzulu/[Photographer]"

- (o) in the case of Sport the Library images, in the form “[Photographer]/Sport the Library/AAP Image]”
 - (p) in the case of Invision images, in the form “©[Photographer]/Invision/AP/AAP”
 - (q) in the case of all other Images, in the form “[Photographer]/[Source]/AAP Image” (unless you are notified otherwise under clause 11.2);
- 11.2 In respect of Licensed Material comprising an Image, if AAP indicates at the time of transmission that the relevant Licensed Material has been sourced by AAP from any Information Source other than those organisations listed in clause 11.1, you must include, after the Licensed Material, an accreditation and copyright notice either in the form required by the relevant Information Source or in an altered but reasonably similar form, as specified by AAP in relation to the Licensed Material.
- 11.3 In respect of Licensed Material comprising a Caricature or a Cartoon, you must include, after the Licensed Material, an accreditation and copyright notices either in the form required by the relevant Information Source or in an altered but reasonably similar form, as specified by AAP in relation to the Licensed Material.
- 11.4 In addition to the requirements above, you must comply with the accreditation, copyright and disclaimer notice requirements in respect of digital use of Licensed Material under clause 5, as set out in the [Digital Terms](#).

12. Intellectual property rights

- 12.1 Subject to the rights granted under this Agreement, AAP and its licensors reserve all rights, including copyright, in the Licensed Material and the Multimedia Site and no title or rights of ownership, copyright or other intellectual property in the Licensed Material or the Multimedia Site is transferred to you through your use of the Multimedia Site.
- 12.2 You must not deal with any rights or other property in any Licensed Material or the Multimedia Site, other than as expressly permitted under clauses 3, 4 and 5, or as otherwise expressly permitted under an Other Agreement.
- 12.3 Notwithstanding any other provision of this Agreement, AAP warrants that the Licensed Material when used in accordance with this Agreement will not infringe the copyright or any other intellectual property rights of any third party.

13. Liability

- 13.1 All express or implied representations, conditions, warranties, guarantees and terms relating to the Licensed Material, the Multimedia Site or this Agreement, not contained in this Agreement are excluded from this Agreement to the extent permitted by law.
- 13.2 Neither AAP nor any Information Source is liable to you (whether in contract, tort (including negligence) or otherwise) or any other persons for any failures (including but not limited to delays, omissions, interruptions) or faults in the provision or operation of the Multimedia Site, or any inaccuracies, omissions or actionable matter in the Multimedia Site.
- 13.3 Nothing in this Agreement excludes, restricts or modifies any condition, warranty, right or remedy implied or imposed by any statute or regulation if it cannot lawfully be excluded, restricted or modified.
- 13.4 If the law, including Competition and Consumer Act 2010 (Cth) (as amended) or any similar legislation,

implies or imposes a non-excludable condition, warranty or guarantee which can be limited, the liability of AAP to you for breach of that condition, warranty or guarantee will be limited, to the extent permitted by law - as AAP determines - to:

- (a) supplying replacement Licensed Material; or
 - (b) the cost of supplying replacement Licensed Material.
- 13.5 To the extent permitted by law, in no event will AAP or any Information Source be liable to you or any third parties for any loss of profits or indirect or other consequential loss or damage (including any loss of business income, profits, revenue, customers, goodwill or loss or corruption of data and additional finance or interest costs) in relation to the provision of the Licensed Material or otherwise under this Agreement, provided, however, that this limitation of liability does not apply to any indemnification obligations of the parties under this agreement.
- 13.6 To the extent permitted by law, the total liability of AAP to you in contract, tort (including negligence) or otherwise for any loss or damage (other than loss or damage which is excluded under clause 13.5), which may be suffered or incurred or which may arise in respect of the Multimedia Site or any Licensed Material, or any breach by AAP of a term of this Agreement, will in all circumstances be limited to the total of the payments due to AAP pursuant to clause 9 for the three month period immediately preceding and including the month in which the liability arose or the breach occurred (as the case may be).
- 13.7 AAP's liability to you as determined under clause 13.6 shall be proportionately reduced to the extent that you or your officers, employees, agents and contractors contribute to any loss, damage, expenses, liabilities and costs (including legal costs).
- 13.8 Where any claims or legal actions of a third party (including but not limited to any claim for defamation, breach of privacy or injurious falsehood) are made or commenced against Licensee by any third party howsoever arising, Licensee hereby,
- (a) acknowledges and agrees that AAP shall have no liability in respect of any such claims or legal actions or any expenses or damages suffered or incurred by Licensee as a result of such claims or legal actions being commenced; and
 - (b) waives and releases AAP from any liability in respect of such claims or legal actions.
- 13.9 For the avoidance of doubt, Licensee hereby acknowledges that AAP is under no obligation to verify, identify and/or correct errors or retract allegedly defamatory material or identify any third party intellectual property rights in text, images and videos contained in the Licensed Material.

14. Indemnity

- 14.1 AAP and its Information Sources are not liable to indemnify you and must not be joined by you in relation to any claim or proceedings made or brought by you arising from the use or inability to use the Multimedia Site or any Licensed Material.
- 14.2 You agree to indemnify and keep indemnified AAP and its Information Sources against any liabilities, losses, expenses, damages or costs (including, without limitation, reasonable legal costs) that AAP or its Information Sources suffer as a result of:
- (a) your use of, or inability to use, the Multimedia Site or any Licensed Material; and/or

- (b) any breach by you of this Agreement.

15. Termination

- 15.1 AAP may terminate this Agreement at any time by giving you notice in writing.
- 15.2 You may terminate this Agreement at any time by giving AAP notice in writing.
- 15.3 In the event of termination of this Agreement, your access to the Multimedia Site will be cancelled and you are no longer authorised to access the Multimedia Site. From the date of termination, the licenses granted under clauses 3, 4 and 5 automatically terminate and you must destroy all copies of the Licensed Material (including permanently deleting any electronic copies held on any media whatsoever including Licensed Material stored on your computer systems) and cease using the Licensed Material for any purpose.
- 15.4 Any termination of this Agreement shall be without prejudice to the accrued rights and liabilities of AAP and you as at the date of termination.

16. General

- 16.1 AAP has no liability to you if AAP is prevented or delayed from performing any of its obligations under this Agreement due to circumstances beyond AAP's reasonable control.
- 16.2 This Agreement is governed by the laws of New South Wales, Australia, and the courts of that State have the non-exclusive jurisdiction to resolve any disputes between you and AAP.
- 16.3 You may not assign or transfer to anyone else the rights granted to you in this Agreement, without AAP's prior written consent.
- 16.4 A party's failure or delay to exercise a power or right does not operate as a waiver of that power or right. The exercise of a power or right does not preclude either its exercise in the future or the exercise of any other power or right. A waiver is not effective unless it is in writing. Waiver of a power or right is effective only in respect of the specific instance to which it relates and for the specific purpose for which it is given.
- 16.5 If any part of this Agreement is unenforceable, illegal or void, then it is severed and the enforceability of the other parts of the agreement is not affected.

17. Definitions

- 17.1 In this Agreement:
- (a) **Advertising Archives** means Advertising Archive Ltd.
- (b) **Authorised Platform** has the meaning given in clause 2.2.
- (c) **Caricature** means a portrait that exaggerates or distorts the essence of a person or editorial purposes.
- (d) **Cartoon** means an illustration or series of illustrations with or without wording created for editorial purposes.
- (e) **Comping** means the creation of a temporary test use, rough layout, sample or comprehensive rendering of a proposed work for internal or client review, proofing presentation or testing.
- (f) **Comping Image** has the meaning set out in clause 2.1(b).
- (g) **Digital Platform** means any or all of the named Website Platforms, Mobile Web Platforms, App Platforms, Social Media Platforms, Plasma Platforms,

RSS Feed Platform, Email Platform (or any other digital platform agreed to from time to time) for which Licensee has obtained prior consent from AAP to display the Licensed Material on.

- (h) **Digital Terms** means the digital terms attached to this Agreement and which form part of this Agreement.
- (i) **Editorial Publication** means a hardcopy publication distributed to the public or sections of the public which contains material created by the staff of the publishing organisation and which does not promote goods and services without any analysis.
- (j) **EPA** means European Pressphoto Agency.
- (k) **Famous** means Famous Pictures and Features Limited.
- (l) **Fees** has the meaning set out in clause 9.1.
- (m) **FWD** means Fashion Wire Daily.
- (n) **Graylock** means Graylock.com Inc.
- (o) **Images** means the transparencies, negatives, prints, discs or any other medium (including but not limited to electronic media) for the recording of a visual image.
- (p) **Information Source** means a supplier of Licensed Material to AAP.
- (q) **Invision** means Invision Media Entertainment LLC
- (r) **Licensed Material** means Images, Comping Images, Cartoons, Caricatures, Graphics, slideshows, Videos and any other material from time to time that are available for download from the Multimedia Site.
- (s) **Mary Evans** means Mary Evans Picture Library.
- (t) **Moodboard** means Mike Watson Images Ltd t/as Moodboard
- (u) **Multimedia Site** has the meaning set out in clause 1.1.
- (v) **Newzulu** means Newzulu Limited.
- (w) **Other Agreement** has the meaning set out in clause 1.3.
- (x) **PA** means Press Association.
- (y) **Picture Perfect** means Picture Perfect Photo Agency.
- (z) **Royalty Free** means a right to use copyright in an image for an unlimited number of times.
- (aa) **Sport the Library** means Sport the Library Pty Limited
- (bb) **Territory** means Australia.
- (cc) **Universal Images Group** means Universal Image Limited.
- (dd) **User** means a person who accesses the Authorised Platforms.
- (ee) **Video** means a sequence of moving visual images and accompanying audio.

Digital Terms

1. Definitions and Interpretation

- 1.1 In these Digital Terms, the following terms shall also have the following meanings:

Application or App means one or more software programs developed or owned by Licensee, solely using the Authorised Brand, for specific use with a mobile phone or Tablet.

App Platform means the named app approved by AAP as a Digital Platform via which Licensee may display the Licensed Material.

Digital Platform Digital Platform means any or all of the named Website Platforms, Mobile Web Platforms, App Platforms, Social Media Platforms, Plasma Platforms, RSS Feed Platform, Email Platform (or any other digital platform agreed to from time to time) for which Licensee has obtained prior written consent from AAP to display the Licensed Material via.

Email Platform means electronic communication via the method know as "email" and approved by AAP as a Digital Platform via which Licensee may display the Licensed Material.

Facebook means the social networking service and Website operated by Facebook, Inc. known as "Facebook".

Facebook Home Page means a page on Facebook which is solely branded using the Authorised Brand.

Facebook Platform means the Facebook Home Page approved by AAP as a Digital Platform via which Licensee may display the Licensed Material.

Google Plus means the social network and mobile blogging service and website operated by Google Inc.

Google Plus Home Page means a page on Google Plus which is solely branded using the Authorised Brand.

Google Plus Platform means the Google Plus Home Page approved by AAP as a Digital Platform via which Licensee may display the Licensed Material.

IPTV means an internet enabled television device.

Mobile Web Platform means the named mobile website approved by AAP as a Digital Platform via which Licensee may display the Licensed Material.

Mobile Website means a website designed principally for viewing on mobile devices such as cellular telephones and Tablets.

MySpace means the social networking service known as "MySpace".

Plasma Platform means plasma screens approved by AAP as a Digital Platform via which Licensee may display the Licensed Material

Platform Restrictions has the meaning given in section 2.1.

RSS Feed means the delivery of limited extracts of the Licensed Material to Users in a format generally known as Really Simple Syndication (RSS), to the extent that such extracts link back to Licensees Website Platform.

RSS Feed Platform the platform defined as the RSS feed approved by AAP as a Digital Platform via which Licensee may display the Licensed Material

Social Media means digital sites that allow the creation and exchange of user-generated content and

which are operated or owned by a third party (such as Facebook, Twitter or Google plus) but which allow a user to create their home page.

Social Media Home Page means a page on an approved Social Media Platform which is solely branded using the Authorised Brand.

Social Media Platform means a named social media site approved by AAP as a Digital Platform via which the Licensee may display the Licensed Material.

Tablet means a tablet shaped device with colour displays and running lightweight operating systems (such as iOS and Android). It does not include e-readers or portable computers running full operating systems such as Windows.

Twitter means the social network and mobile blogging service and Website operated by Twitter, Inc known as "Twitter".

Twitter Home Page means a page on Twitter which is solely branded using the Authorised Brand.

Twitter Platform means the Twitter Home Page approved by AAP as a Digital Platform via which Licensee may display the Licensed Material.

URL means Uniform Resource Locator.

Website Platform means named website approved by AAP as a Digital Platform via which Licensee may display the Licensed Material.

YouTube means the video sharing site with such name operated by Google Inc.

- 1.2 All references to clauses are references to clauses of the AAP Newswire Multimedia Licence Agreement and all references to sections are references to sections of these Digital Terms.

- 1.3 These Digital Terms apply only to use of multimedia from the Licensed Material on Digital Platforms.

2. Supply and use of Licensed Materials

- 2.1 AAP licenses the Licensed Material on a non-exclusive, non-transferable basis to Licensee only for the following uses, and only where such platform is a Digital Platform for which AAP has given prior consent (**Platform Restrictions**):

- (a) for the Website Platform or the Mobile Web Platform, for display to and storage in computer readable form to enable viewing by a User accessing a URL provided that such viewing is solely for personal, non-commercial use by the User;
- (b) for the App Platform, for transmission to and display on User's mobile phone or Tablet (as the case may be provided that such viewing is solely for the personal, non-commercial use by the User;
- (c) subject to section 2.2 below, for the Social Media Platform;
 - (1) for images, display a low resolution thumbnail image and headline marked as being sourced from "AAP" only, on the Social Media Home Page provided that the image and any headline link directly back to the main image on Licensee's Website and that such viewing is solely for personal, non-commercial use by the User;
 - (2) for video, display a screen shot of the video and headline, marked as being sourced from "AAP" only on the Social Media Home Page provided that the screen shot and any headline link directly back to the Video on Licensee's Website and that such viewing is solely for personal, non-commercial use by the User.

- (3) for the RSS Feed Platform, for transmission and display as part of that feed to enable viewing by the User, provided that the links in the RSS Feed link back to Licensee's Website and that such viewing is solely for the personal, non-commercial use by the User;
- (4) for the Plasma Platform, for transmission to and display on Plasma or LCD screens in Australia, provided that such transmission and display are solely for personal, non-commercial use by the User;
- (5) for the Email Platform, for emailing to Licensee's customers (Users) solely for personal, non-commercial use of User and subject to the following terms:
 - (i) the e-newsletter may only be emailed to subscription Users only who opt in to take receive the e-newsletter (no spamming);
 - (ii) the e-newsletter will contain an express prohibition on redistribution and commercial use by the User;
 - (iii) Licensee must not enter into any agreement to provide items from the Licensed Material to libraries or media monitors, or which allows clipping in any form;
 - (iv) Licensee may not stream news to Users or create a service that in any way replicates a breaking news streaming service.

2.2 If any changes are made to the terms and conditions of use of any Social Media Platform which are not acceptable to AAP (in its reasonable opinion), AAP may immediately cancel Licensee's right to use on the Social Media Platform or any Social Media Home Page any text or multimedia included in the Licensed Material. In these circumstances Licensee must immediately cease using text and multimedia included in the Licensed Material on the Social Media Platform or any Social Media Home Page, and must delete from such page the Licensed Material which has been included on the page.

2.3 The licence in section 2.1 does not include a right to conduct any of the following in relation to text or multimedia derived from the Licensed Material (**Prohibited Uses**) whether in the form in which they are displayed on the Digital Platform or otherwise:

- (a) framing the Licensed Material (except for framing by Licensee within its authorised Digital Platforms);
- (b) using the Licensed Material on any other platform that is not an authorised Digital Platform;
- (c) using any other functionality or application which extends or replaces the prohibited uses specified in sections 2.3(a) or 2.3(b).

except as expressly permitted in this Agreement.

2.4 Notwithstanding section 2.3 above but subject to all other terms of this Agreement, Licensee may allow Users to utilise Social Media features in connection with the Licensed Material such as 'share', 'email', 'tagging', 'like pages' provided that this ability is limited solely to the transmission of the headline and first line of the story, low resolution thumbnail image with headline or video screenshot with headline, as the case may be, and that the headlines, image or video screen shot link directly back to the main article, image or video on Licensee's Website which must be a Digital Platform for which AAP has given prior consent and that such display is solely for personal, non-commercial use by the User. AAP may, in its absolute discretion and without any penalty, immediately terminate the right contained in this section 2.4 at any time.

2.5 For the avoidance of doubt, Licensee is not obliged to implement active measures to prevent the Prohibited Uses. Licensee's only obligations in regard to the Prohibited Uses are:

- (a) to include in its User Agreements an obligation on the Users not to engage in the Prohibited Uses;
- (b) to report all material incidents involving the Prohibited Uses within Licensee's actual knowledge to AAP;
- (c) not to encourage third parties to engage in the Prohibited Uses; and
- (d) to provide reasonable assistance to AAP to stop any Prohibited Uses by the Users or others.

2.6 Licensee must:

- (a) ensure and procure that all distribution of multimedia from the Licensed Material is on terms that Licensee's Users observe all restrictions imposed on multimedia from the Licensed Material set out in this Agreement;
- (b) promptly notify AAP on becoming aware of any material breach by a User of any of the restrictions;
- (c) provide reasonable assistance to AAP to stop any Users or others acting in a manner contrary to section 2.6(1).

3. Accreditation, copyright and disclaimer notices

Licensee must comply with the following accreditation, copyright and disclaimer notice requirements.

3.1 Websites and Mobile Website Platform

- (a) AAP
 - (1) for images, include the word "AAP" immediately below the image and as practicable with respect to caption space constraints - the photographer's byline;
 - (2) for video, retain the AAP visual presentation on the last frame of the video;
 - (3) for all Licensed Material include a copyright notice in the form '@[year] AAP' with a hypertext link from the copyright notice to the detailed notice and disclaimer set out below:

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- (b) AP
 - include a copyright notice in the form '@[year] The Associated Press. All rights reserved. This material may not be published, broadcast, rewritten, or redistributed.' with a hypertext link from the copyright notice to the detailed notice and disclaimer set out below:

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- (1) for images, include the word "AP" immediately below the image and, as practicable with respect to caption space constraints - the photographer's byline;
 - (2) for graphics, include a visual representation of the "AP" logo on graphic, or immediately below;
 - (3) for audio, include an on-screen visual representation of "AP audio"; and
 - (4) for video, include a visual representation of the "AP" logo on each frame of AAP video, or immediately below, the words "Associated Press".
- (c) AFP
AFP, include a copyright notice in the form '©[year] AFP' and, in the case of any image supplied by AFP, include the following notice adjacent to that image 'AFP/AAP', together with '[name of photographer]' if there is sufficient space adjacent to the image (in Licensee's reasonable opinion), with a hypertext link from the copyright notice to the detailed notice and disclaimer set out below.

AFP USER TERMS AND CONDITIONS

AFP stories and photos shall not be published, broadcast, rewritten for broadcast or publication or redistributed directly or indirectly in any medium. AFP news material may not be stored in whole or in part in a computer or otherwise except for personal and non-commercial use. AFP will not be held liable for any delays, inaccuracies, errors or omissions in any AFP news material or in transmission or delivery of all or any part thereof or for any damages whatsoever. As a newswire service AFP does not obtain releases from subjects, individuals, groups or entities contained in its photographs, graphics or quoted in its texts. Further, no clearance is obtained from the owners of any trademarks or copyrighted materials whose marks and materials are included in AFP photos or materials. Therefore you will be solely responsible for obtaining any and all necessary releases from whatever individuals and/or entities necessary for use of AFP stories, photos or graphics.

3.2 App Platform

Where the authorised Digital Platform is the App Platform after multimedia from the Licensed Material supplied by:

- (a) AAP, include the word "AAP" and, for images, the photographers byline;
- (b) AP, include the words "©[year] The Associated Press" and, for images, the photographers byline;
- (c) AFP, include the word "AFP" and for images, the photographers byline;

- (d) subject to section 3.7 below, in respect of items from any other Information Source, "[Source]/AAP".
- (e) include the copyright and disclaimer notices set out in section 3.1 above in the terms and conditions of use of the App (whether contained in the App or a link or otherwise).

3.3 Social Media Platform

Where the authorised Digital Platform is a Social Media Platform, Licensee must comply with section 3.1 above by including the relevant text where the Licensed Material appears on Licensee's Website which is an authorised Digital Platforms under this Agreement.

3.3 RSS Feed Platform

Where the authorised Digital Platform is an RSS Feed Platform Licensee must comply with section 3.1 above by including the relevant text where the Licensed Material appears on Licensee's Website which is an authorised authorised Digital Platforms under this Agreement.

3.4 Plasma Platform

Where the authorised Digital Platform is the Plasma Platform after multimedia from the Licensed Material supplied by:

- (a) AAP, include a copyright and disclaimer notice in the form '©[year]AAP';
- (b) AP, include a copyright and disclaimer notice in the form 'AP' or 'by the Associated Press';
- (c) AFP, include a copyright notice in the form '©[year] AFP';
- (d) subject to section 3.7 below, in respect of items from any other Information Source, "[Source]/AAP".

3.5 Email Platform

Where the authorised Digital Platform is the Email Platform after text or images with accreditation in the form:

- (a) "©[year]AAP where the information source is AAP and, for images, the photographers byline;
- (b) "©[year] The Associated Press" where the information source is AP and, for images, the photographers byline;
- (c) "AFP" where the information source is AFP and for images, the photographers byline;
- (d) subject to section 3.7 below, in respect of items from any other Information Source, "[Source]/AAP".

3.7 If AAP indicates at the time of transmission that multimedia from the Licensed Material is sourced by AAP from any other Information Source, Licensee must after the multimedia, display the copyright and disclaimer notice required by that Information Source as notified by AAP in relation to the multimedia.

3.8 AAP may give Licensee written notice to rectify Licensee's failure to display accreditation, copyright and disclaimer notices in accordance with this clause 3. Licensee must rectify such failure by the end of the Business Day following receipt of that written notice.

3.9 AAP may request reasonable changes to the requirements set out in this section 3 at any time by notice in writing to Licensee. Licensee must comply with such notice within 30 days of receipt.