LICENSING OF RIGHTS

VS.

MEDIA ACCREDITATION

Thursday, July 17, 2014

Daniel Campello Queiroz
Copyright Expert – Rio de Janeiro - Brazil
LICENSING VS. ASSIGNMENT
LICENSING VS. ASSIGNMENT

• **ASSIGNMENT** – Definitive transfer of property

• Compare to a sell

• Mandatory exclusivity
LICENSING VS. ASSIGNMENT

• **LICENSING** – Comparable to a rental
  
  • Authorization
  
  • May or may not comprise exclusivity
MEDIA ACCREDITATION

• License to access the Arena – Sambadrome, Savannah

• However...

   Media Accreditation x License of rights
MEDIA ACCREDITATION

• MEDIA ACCREDITATION X LICENSING X ASSIGNMENT

• Photographers = must clear/license all rights on the photo
MEDIA ACCREDITATION

Have an ACCREDITATION

Have all the rights cleared
MEDIA ACCREDITATION
RIO DE JANEIRO CARNIVAL

• GLOBO TV, since 2009 handles the media accreditation

• LIESA and GLOBO = decision on the eligibility conditions for media accreditation

• Press media, TVs, Internet, Radios, photographers

• After subscriptions, GLOBO and LIESA distributes the credentials according to the vehicle relevance or interests that they might have
LIESA – Independent League of The Samba Schools
LIESA: CARNIVAL AS A PRODUCT

• Since 2009 handles the organization of the Samba School Parade

• PROFESSIONALIZATION OF CARNIVAL – The League as well as the Samba Schools are managed as COMPANYS

• Minor companies inside the bigger structure – Owns a Publisher (EDIMUSA) and a Label (GRAVASAMBA) – controls all the music rights

• Adaptable to SPONSORS AND TV NEEDS
LIESA + GLOBO BUSINESS MODEL

- FROM FOOTBALL to CARNIVAL......
ARENA RIGHTS
ARENA RIGHTS

• SECTION 42 of the Law 9.615/98 – Pelé Law

“to the sports entities belongs the right to negotiate, authorize and prohibit the fixation, transmission or retransmission of image of shows or sporting events which are involved”
REDE GLOBO - OFFICIAL BROADCASTER

• One of the largest Media Group in the world

• Official Broadcaster since late 70’s

• Recently acquired the exclusivity over the broadcasting rights – OPEN CIRCLE AND CLOSED CIRCLE TV
• Early 90’s the graphic designer Hans Doner crafted a series of vignettes – mandatory presence of a half-naked “Mulata”, her body was only covered by visual effects
THE CARNIVAL “GLOBELEZA”

- In 1994, GLOBELEZA which once was only a visual identity, became a TRADEMARK

- Nowadays, GLOBELEZA became the naming rights of Rio Carnival
THE CARNIVAL “GLOBELEZA”

Faça o download agora:

- App Store
- Google Play
BROADCASTER AND THE MERCHANDISING INSETS

- Each Samba School has a maximum of 90 minutes to cross the catwalk – TV Globo adopts 2 strategy for the merchandising exposure

- **VISUAL EFFECTS** – In 90 minutes there were 23 visual effects insets – **18 WERE SPONSORS RELATED**
BROADCASTER AND THE MERCHANDISING INSERTIONS
BROADCASTER AND THE MERCHANDISING INSETS

• **CAMERA PLACEMENT** – The TV director select angles which allows a background exposure of the sponsors

• Ad placement is directly negotiated by the marketing department of the Broadcaster
CONCLUSIONS

• Licensing X Accreditation

• Rights on photos and videos

• Brasil = Accreditation = Broadcaster = $
CONCLUSIONS

• GLOBO + LIESA business model is a positive model?

• Centralization of the income = $

• Weak transparency -> Government fiscalization

• Disputes -> necessity of a mediation
Daniel Campello Queiroz – Copyright Lawyer Expert

CEO and founder partner at CQ rights (copyrights management agency)
Email.: dcq@cqrigh.ts.com
www.cqrigh.ts.com
Instagram: @cqrigh.ts