



LICENSING OF RIGHTS VS. MEDIA ACCREDITATION

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THE GOVERNMENT
OF THE REPUBLIC
OF TRINIDAD AND
TOBAGO



THE TRINIDAD
AND TOBAGO
INTELLECTUAL
PROPERTY
OFFICE



THE NATIONAL
CARNIVAL
COMMISSION
OF TRINIDAD
AND TOBAGO



WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION





LICENSING VS. ASSIGNMENT





LICENSING VS. ASSIGNMENT

- **ASSIGNMENT** – Definitive transfer of property
- Compare to a sell
- Mandatory exclusivity





LICENSING VS. ASSIGNMENT

- **LINCENSING** – Comparable to a rental
- Authorization
- May or may not comprise exclusivity





MEDIA ACCREDITATION

- License to access the Arena – Sambadrome, Savanah
- 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”



ARENA RIGHTS





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**





THE CARNIVAL "GLOBELEZA"



- 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

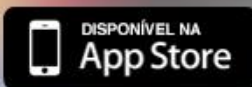




THE CARNIVAL "GLOBELEZA"



Faça o download agora:



Anunciantes





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





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