



# iQ Media's CliQ Media Intelligence Platform

## How It Supports Fair Use

Broadcast TV is copyrighted media. US law permits limited use of copyrighted material without acquiring permission from the rights holders. Known as "fair use," this allowance is documented in Section 107 of the US copyright law. Fair use can be for a variety of purposes, such as criticism, comment, news reporting, teaching, scholarship, and research.

At iQ Media, we take fair use seriously. cliQ, our Media Intelligence Platform, is designed to support fair use principles. For each customer, cliQ can be configured to support institutional policies regarding media access and reuse. The following features of cliQ support fair use.

### Feature: Optimized Media Cloud

**Description:** All TV media is access through the Optimized Media Cloud. It is available for research, clipping, and streaming to designated destinations. Media can be leveraged without downloading it to a local computer. There is never more than one copy of any video. Fair use is facilitated because there are not multiple copies of video being made and sent to others in an uncontrolled fashion.

### Feature: No Downloads

**Description:** Users can be prevented from downloading content, so they cannot reproduce it on their local systems and use it in some illegal manner.

### Feature: Maximum Clip Length

**Description:** A key principle of fair use is that excerpts are transformative and generally shorter than the total work from which they are taken. cliQ supports this by enabling organizations to set a maximum length for any clip made using its Inline Media Workspace. This prevents users from "clipping" entire programs.

### Feature: Content Restrictions

**Description:** Fair use of fact-based content is more straightforward than for creative or dramatic content. Institutions can make access available only to fact-based content such as news and business programs. This prevents users from accessing content such as movies and comedy shows.

### Feature: Variable User Privileges

**Description:** Access to content can be customized per user within an organization. Open access privileges can be granted to staff members that are more senior, while content limitations can be put on junior users.

### Feature: Fair Use Issue Registration

**Description:** iQ Media provides a web page for rights holders to register any concerns or complaints they have about a specific use. iQ Media reviews every issue within one business day and strives to resolve the issue within three business days. Resolution can include immediate deactivation of the clip in question, among other possibilities.

**Contact iQ media today, and we'll show you a better way:**

**855.476.3342 or [info@iqmediacorp.com](mailto:info@iqmediacorp.com)**