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Copyright Clearance Center Announces 1000 Producers Now Participating in its Motion Picture License

*CCC's Solution for Businesses to Legally Show Popular Video Content Features Titles from
All Major Hollywood Studios and Producers around the World*

Danvers, Mass. – [Copyright Clearance Center, Inc.](http://copyright.com) (CCC), a global licensing and content solutions organization, has announced the addition of over 350 producers to its [Motion Picture License](#) (MPL), including [Lionsgate Entertainment](#), (NYSE:LFG) producers of [Mad Men](#) and distributors of [The Hunger Games](#) and [Twilight](#). The MPL features performance rights from tens of thousands of titles from more than 1,000 producers around the world, including all major Hollywood studios.

Created with the [Motion Picture Licensing Corporation](#) (MPLC), the MPL saves time and money by reducing the need to pursue permissions from individual producers and gives company-wide rights to show popular video content without the risk of copyright infringement. By showing memorable scenes from popular movies and TV shows, employees can engage staff during training sessions, motivate sales teams at annual kickoffs, and better connect with their audience at company events.

“An audience is more likely to pay attention to the message and remember it when presentations and training sessions include video. However, in the daily rush to get things done, even well-intentioned employees may unknowingly share copyrighted material, such as movies and TV shows, without permission,” said Emily Sheahan, GM and Executive Director, CCC. “With the additional titles now available across many genres, MPL licensees can more easily find the right message to fit their business communications needs.”

A recent CCC survey highlights the problem:

- 42% of respondents report that they don't think about getting the copyright holder's permissions to use video content.
- Nearly 50% said employees use videos for business purposes at least once a month.

- 27% claimed their organizations copy and paste YouTube links into presentations regardless of who uploaded the videos.
- 17% stated co-workers copy movies from DVDs or other physical media to their workplace desktops.

“It’s a wired workplace, and video is one of the most effective communication tools,” said PJ Kuyper, President and CEO, MPLC. “But as companies step up creativity and more employees become skilled at incorporating movie and TV scenes into business materials, the potential for copyright infringement rises.”

About Copyright Clearance Center

[Copyright Clearance Center](#) (CCC), a leading global rights-licensing technology organization, provides solutions that simplify compliance for content users, promotes the work of creators and supports the principles of copyright. A rights broker for the world’s most sought-after journals, books, blogs, movies and more, CCC makes it easy for businesses and academic institutions to use, share and store copyrighted material while compensating content creators for their works. With its international subsidiary, [RightsDirect](#), CCC serves more than 35,000 customers and 12,000 publishers around the world.

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