



BBC GPA FAQ

What is the GPA?

The GPA (General Permission Agreement) is a contract template negotiated with the BBC by BAPLA on behalf of its members to simplify the many image licensing requirements of the BBC. Originally known as TELPIC the foundations of this agreement date back over 30 years.

What is BAPLA's role in regards to the GPA and the BBC?

The terms of the GPA are negotiated at the "Image Forum" where two represented members each from BAPLA and the BBC meet every six months. It is important to note that BAPLA do not have a direct agreement with the BBC, each GPA is an agreement signed between the individual agency and the BBC. As a signatory to the GPA you give a mandate to BAPLA to represent picture libraries at the "Image Forum" to look in detail at the information supplied by the BBC and to negotiate the best possible terms for the GPA template. The "Image Forum" also allows BAPLA to give feedback to the BBC when aspects of the GPA are not working and practices of the BBC can be improved. Examples include online accreditation issues and communication.

For details about the Regulation and Image Forum see Schedule Three of the GPA and section F of the Introductory.

How does the GPA simplify rights?

The rights that the BBC requires are defined in 8 programme categories, 2 website categories and 4 archival works categories. To simplify the pricing of the required rights each of the categories are assigned a multiplier calculated with a single negotiated base price (CIF). The GPA licence is based on a buyout for every image, either Public Service or Commercial rights. This saves administration for the BBC and, more often than not, several rights that are included in a buyout are never exploited. This means on average GPA signatories get paid more in their annual return compared to the price of exact rights cleared each time an image is licensed. With a GPA in place the BBC processes image licensing via a "Fast Clear" system which removes layers of administration for both the signatory and the BBC.

For details about Payment including the categories and price multipliers see section 3 of the GPA.

For details about reporting see section 6 of the GPA.

What is a CIF?

The CIF stands for "Current Initial Fee". It is a base price that each GPA signatory negotiates with the BBC and as such creates a fair competitive market. Each agreed CIF increases annually by RPI. The CIF is usually in the region of the rate for a single first transmission fee.

For details about the CIF see Schedule Two section 1.2 of the GPA.

Are there any restrictions?

There are a number of definitions within the GPA which outline the terms of use for each rights category. It must be noted that although each category has restrictions all of the images licensed via the GPA grant a non-exclusive use, in perpetuity, throughout the Universe.

For details about the Definitions see Schedule Two of the GPA.

For details about Rights see section 2 of the GPA.

Is the GPA negotiable?

The terms of the GPA are only negotiable via the “Image Forum”. Each GPA signatory has the right to negotiate their individual CIF rate. If a signatory has a premium collection it is possible to arrange a separate GPA agreement for that collection with a higher CIF rate, or take them out of scope of the agreement.

For details about the Regulation and Image Forum see Schedule Three of the GPA.

What happens if I am a member of BAPLA and do not want to be a signatory to the GPA?

The GPA tries to be relevant and meet the needs of BAPLA members with the required rights of the BBC. The GPA is recommended by BAPLA and is used by a large number of its members but it is understood that all of the terms may not work for some members. BAPLA members can therefore negotiate separate agreements with the BBC without prejudice. To improve the GPA it is important for BAPLA to receive feedback from members so that its representatives at the “Image Forum” can negotiate terms that encompass the widest possible view of the membership. If you do not agree to the GPA please email BAPLA with your issues.

What happens if I am a signatory to the GPA and I no longer agree to the terms?

If you are a signatory to the GPA and are unhappy with any of the terms it is very important that you contact BAPLA with your concerns. If there is a majority consensus from members BAPLA can renegotiate terms of the GPA at the “Image Forum”. If you have been a signatory of the GPA for over 3 years you have the right to terminate the agreement with 3 months written notice.

BAPLA representatives at the Image Forum for 2017:

John Balean - johnb@topfoto.co.uk

Paul Brown - paul.brown@maryevans.com