

Overview

This Standard involves securing the ideas or content for media production, drawing on your knowledge, experience and understanding of industry requirements.

You will need to know how to obtain content and ensure the production company owns the necessary legal rights.

You will need to know how to liaise and negotiate terms with literary agents and lawyers and when the most appropriate opportunity to do so is.

Often, you will have to progress with discretion if other companies are also interested in the idea or content.

This standard is for you if you secure content for a media production.

Performance criteria

You must be able to:

1. identify who owns the rights to the idea or content, in a discrete and well-timed manner
2. negotiate with relevant parties to confirm that the production company can secure necessary legal rights to the content
3. secure the underlying rights of the idea or content for the production company
4. verify that all paperwork relating to legal rights is correct and stored in a safe location
5. confirm that expenditure is within the allocated development budget for optioning and securing rights
6. use reliable information to identify and check any copyright implications and potential regulatory or legal problems
7. confirm that relevant legal and ethical constraints have been considered
8. confirm that there are minimum risk factors to the project and the production company

Knowledge and understanding

You need to know and understand:

1. how to identify who owns the rights to the idea or content
2. how to obtain options and underlying legal rights to content
3. how to check legal documents are correct and safely stored
4. how to liaise and develop relationships with literary agents
5. how to work with lawyers to negotiate the best deal for the production company
6. all aspects of production, from development to delivery
7. any legal and ethical considerations which could affect the use of the chosen content in productions
8. how to minimise factors of risk and vulnerability to the project and the production company
9. the budget available for purchasing options and legal advice

Secure content for a media production

Developed by Creative Skillset

Version Number 1

Date Approved March 2017

Indicative Review Date March 2020

Validity Current

Status Original

Originating Organisation Creative Skillset

Original URN SKSANIM20

Relevant Occupations Arts, Media and Publishing

Suite Animation

Keywords media; production; content; legal; negotiate
