

## **Licensing of Third-Party Digital Media Assets**

### *Policy on Licensing of Third-Party Digital Media Assets for Commercial Website Use.*

When Blackpool Music School (BMS) cannot source original media (photography, video, motion graphics, or music) required for marketing, promotion, or educational purposes on its website ([blackpoolmusicschool.org](http://blackpoolmusicschool.org)) or related digital channels.

#### **1: Purpose**

This document establishes the official process by which Blackpool Music School (BMS) licenses third-party digital media, specifically from the Motion Array platform, to ensure all media used on the BMS website and digital marketing materials is appropriately licensed for commercial use, avoiding copyright infringement and upholding legal compliance. This process is mandatory when BMS cannot obtain or create its own original media.

#### **2: Approved Source and Licensing Model**

Approved Vendor: Motion Array ([motionarray.com](http://motionarray.com))

Licensing Mechanism: BMS' website operator (Toby Jones, [tobyjones.info](http://tobyjones.info)) utilises a paid, active Motion Array subscription. The active subscription indirectly grants BMS access to the platform's standard Commercial License for the vast majority of assets (Stock Footage, Stock Images, Music, Sound Effects, Templates, and Motion Graphics), where Toby Jones is the creator of the promotional material it is being used within.

#### **3: Key Licensing Rights**

The standard Motion Array Commercial License grants Toby Jones/BMS the following essential rights:

**Commercial Use:** Assets are cleared for commercial use on the BMS website, including marketing materials, promotional videos, and advertisements.

**Perpetual Use for Finished Projects:** Any project (e.g., a specific promotional video or website design) that is completed and published while the subscription is active is covered forever. The license does not expire for that finished work, even if the

subscription is later canceled.

Distribution: Use is covered for unlimited, worldwide distribution across internet channels (including the BMS website and social media).

No Credit Required: There is no requirement for BMS to credit the creator or Motion Array in the final published project.

#### 4: Permitted Use on BMS Digital Channels

Digital Media Files licensed through this process are cleared for use on [blackpoolmusicschool.org](https://blackpoolmusicschool.org) for purposes including, but not limited to:

Website Content: Use as backgrounds, headers, promotional banners, and filler footage.

Marketing & Advertising: Incorporation into online advertisements and promotional videos for courses, lessons, and events.

Educational Context: Integration into digital course materials or demonstration videos (provided the assets are integrated into a larger work and not distributed standalone).

#### 5: Essential Usage Restrictions and Compliance

To maintain legal compliance, all personnel responsible for downloading and implementing Motion Array assets must adhere strictly to the following restrictions:

Restriction Compliance Action No Redistribution/Resale Digital Media Files must never be made available for download, sold, sub-licensed, or re-distributed standalone. They must always be incorporated into a larger creative work.

"Editorial Use Only" Assets Assets labeled "Editorial Use Only" must not be used for commercial purposes. Searches must be filtered to ensure only content cleared for commercial use is utilized.

P.R.O. Music Tracks If a music track is affiliated with a Performance Rights Organization (P.R.O.), BMS must follow any additional reporting requirements (e.g., submitting a cue sheet) if the music is used in a broadcast or public performance setting beyond standard website embedding. The relevant department must check

track details for P.R.O. affiliation. Account Use The subscription account is non-transferable and must only be used by Toby Jones on behalf of BMS. The number of active users must align with the purchased Motion Array plan.