**Copyright questions and answers - videos**

1. 7.1.2 If you created the video as part of your employment at GCU, and it is unreleased, then GCU owns the copyright. GCU are happy for you to use the video as part of their contribution to academia.   
   If you created the video in your own time using your own equipment, and it is unreleased, then you hold the copyright. This means that you can use or share it freely.   
   You should consider what your overall aim is with the piece, if you want to release it at a later date, production companies may not view it favourably if it has appeared on the open web. If you want to share the video widely, then you can make it available as an Open Educational Resource (OER) and assign a Creative Commons (CC) licence which allows you to specify exactly what uses you will allow to be made of your creation. More information is on our webpage at <http://www.gcu.ac.uk/library/servicesforstaff/copyright/creatingcontent/> GCU has an official interim policy on Open Educational Resources which clarifies the university’s position on the creation and sharing of OERs <http://www.gcu.ac.uk/media/gcalwebv2/library/content/pdffiles/GCU-Interim-Open-Educational-Resources-Policy-Approved.pdf>  
     
   If you created the video while in the employ of another university or employer, then you should check with them to clarify who holds the copyright and what uses they allow you to make of it.  
   If you would like further help, contact the copyright team on [copyright@gcu.ac.uk](mailto:copyright@gcu.ac.uk)
2. 7.1.1.1 Just because you created a video, it does not mean that you are the copyright holder. You may have assigned copyright to a third party, such as the publisher or website owner, as part of the publication process. If this is the case, you will have signed an agreement with the third party usually called a **Copyright Transfer Agreement** (**CTA**) which outlines who owns the copyright and what you are allowed to do with the article. Sometimes you may have retained the copyright by signing an **Exclusive Licence to Publish**; again, you should check carefully what you are allowed to do. In either case, if the agreement you signed does not cover your required use, then you must ask permission from the third party.  
   If you did not sign an agreement as part of the publication process, you probably still own the copyright and you are free to use it as you wish. If you are in any doubt and would like further help, contact the copyright team on [copyright@gcu.ac.uk](mailto:copyright@gcu.ac.uk)
3. 7.1.1.3 If you or GCU own the copyright of the video file, then there is no problem in linking to it from GCULearn.  
   If you want to use a video that you have created, but which has been released elsewhere, on GCULearn or edShare, where access is restricted by login, then this may also be covered by an educational exception to copyright law. This allows the use of an item for teaching purposes, provided that the source of the material is credited, the use of the material is fair, and that the use is truly to illustrate the point being made (showing videos for shock value or to make the session more engaging does not qualify under the exceptions for education).

A standard citation format for use with multimedia items is: Type of content: Title by Author. Link (License)

For example:

Video: Building the GCU copyright advisor by Marion Kelt. <https://edshare.gcu.ac.uk/cgi/embed_player?docid=20349> (CC-BY-SA)

1. If you would like further help, contact the copyright team on [copyright@gcu.ac.uk](mailto:copyright@gcu.ac.uk)
2. 7.2.1.1 Check what kind of uses you are allowed to make of the video or downloaded file. Some videos will be clearly labelled with a creative commons (CC) licence which will specify what you can do. More information is available on our web page at <http://www.gcu.ac.uk/library/servicesforstaff/copyright/reusingcontent/>   
   Other websites like YouTube and Ted Talks have a terms and conditions page which outlines what you are allowed to do with their videos. Best practice for most websites is to link out to the site from GCULearn. This makes it obvious to the user that they are viewing a video from an external source. We have a Blackboard building block for YouTube videos.

If you can’t find any terms and conditions on the website, then contact us for further advice on [copyright@gcu.ac.uk](mailto:copyright@gcu.ac.uk)

1. 7.2.2.1 Check what kind of uses you are allowed to make of the video file. You will usually find information on the back cover of the DVD box. Usually this is for personal use only. If you want to use the video as part of your teaching, it is best to order it from the library. Information on how to order an item is available here <http://www.gcu.ac.uk/library/servicesforstaff/suggestlibraryresources/selectingandorderingbooksandebooks/>   
   If you would like further help, contact the copyright team on [copyright@gcu.ac.uk](mailto:copyright@gcu.ac.uk)
2. 7.2.3.2 GCU has an Educational Recording Agency (ERA) licence. You can read more about the terms of the licence at the ERA [FAQs page](http://www.era.org.uk/the-licence/faq). This allows you to record a TV programme from free to view UK terrestrial TV and show the recording in class for the purposes of instruction. You can’t make this recording available using GCULearn as the ERA licence states that access must be restricted by location. It is much easier to use the Box of Broadcasts (BoB) service as this will provide you with an easy link to a digital recording with subtitles. More about BoB and some quickstart guides are available on our web page at <http://www.gcu.ac.uk/library/servicesforstaff/recordtvprogrammes/>   
   If you would like further help, contact the copyright team on [copyright@gcu.ac.uk](mailto:copyright@gcu.ac.uk)
3. 7.2.4.1 Generally you are not allowed to make a commercially produced DVD which is part of GCU library stock available on the open web. You could try to contact the producer for permission or further information but this is unlikely to be granted.   
   If you would like further help, contact the copyright team on [copyright@gcu.ac.uk](mailto:copyright@gcu.ac.uk)
4. 7.2.1.2 If you want to use it for teaching, then this may be covered by an educational exception to copyright law. This allows the use of an item for teaching purposes, provided that the source of the material is credited, the use of the material is fair, and that the use is truly to illustrate the point being made (playing videos for shock value or to make the session more engaging does not qualify under the exceptions for education).   
   A standard citation format for use with multimedia items is: Type of content: Title by Author. Link (License)

For example:

Video: Building the GCU copyright advisor by Marion Kelt. <https://edshare.gcu.ac.uk/cgi/embed_player?docid=20349> (CC-BY-SA)

1. 7.2.5.2 GCU has an Educational Recording Agency (ERA) licence which works along with the Box of Broadcasts (BoB) service. This allows you to record UK free to air scheduled television programmes and use them for instruction in the UK. More about BoB and some quick start guides are available on our web page at <http://www.gcu.ac.uk/library/servicesforstaff/recordtvprogrammes/> BoB recordings are subtitled and provided in a digital format. The BoB service is only available in the UK and Republic of Ireland.  
   If you want to show a recording which has been made on BoB off campus but within the UK and Republic of Ireland, then that is covered by our ERA licence provided that it is for educational use. You should not play these items for a commercial purpose.  
   If you would like further help, contact the copyright team on [copyright@gcu.ac.uk](mailto:copyright@gcu.ac.uk)
2. 7.2.5.1 You can’t make a recorded item from Box of Broadcasts (BoB) available on an open website. Access to BoB is restricted to GCU users only. If you would like further help, contact the copyright team on [copyright@gcu.ac.uk](mailto:copyright@gcu.ac.uk)
3. 7.2.3.1 Uploading recordings of UK free-to-air video programmes to an open website is not covered by either our Educational Recording Agency (ERA) licence or the educational exceptions to the copyright act. (You can read more about the terms of the licence at the ERA [FAQs page](http://www.era.org.uk/the-licence/faq).) You should look for an alternative resource. If you would like further help, contact the copyright team on [copyright@gcu.ac.uk](mailto:copyright@gcu.ac.uk)