

FREQUENTLY ASKED QUESTIONS DIVING INTO THE NI CONTENT POOL

A webinar on this topic was delivered as part of Tourism NI's Tourism Enterprise Development (TED) Programme by Tourism NI Digital Content Management Executive, Lynette Conlon.

Please find below responses to a number of related frequently asked questions:

1. **Copyright ownership and use of assets**

Tourism NI does not own copyright for all the assets published on the content pool. We may at times be assigned copyright from the creator for a period of time, and in some instances asset copyright will remain with the creator.

In relation to third party assets, the copyright may belong to that third party / creator. As described in the demo/how to guide video, you be able to see copyright info on the 'more info' box on assets. However, if you are not sure how to credit or use copyright in an image, just get in touch with the content pool team.

There are many different types of Copyright, such as moral, neighbouring and legal rights, but this particular type of Copyright is based around the permissions from the copyright holder.

2. **Are there any limitations on usage?**

Most assets that are published onto the content pool do not have any limitations on usage.

However, there are a small number of assets that you will be able to identify as restricted, which will be watermarked and provide instructions to use the Contact Form to request approval.

3. **I have seen your TV ads recently and seen videos on the website, why aren't these available on the content pool?**

TV advertisements and other content that will be on the website may have limited usage restrictions around the purpose for which they were commissioned and therefore they are not published onto the content pool. Also, for web listings that you may see on a particular tourism business, they may have come from the product owner, and you would need to contact them directly to get permission. Again, if in doubt, we would advise you to use our contact form to get in touch.

4. Do I gain automatic access when I register as a user?

Yes, as soon as you register with an account you will receive a message that you have been registered and are free to use the system, as per the how to guide video.

5. Is there a limit on Private Collections a user can create?

No, a user can create as many collections as they wish. They can also share and receive collections from other content pool users as well as viewing and downloading assets as per the video guide.

6. What if I can't find what I am looking for, does that mean it's not available or just restricted?

This depends, this may be a content gap that we have in which we can consider as part of our gap analysis for our content, or it may mean that there is a usage restriction placed on that asset.

If in doubt, please use our contact form to get in touch with our content pool team, who will be able to assist you further.

7. For Third party sharing, do you require the assets to be in a particular format?

When the content pool team communicates with a third party on the required deliverables, we will provide in detail the format an asset is required in. For example, an image needs to be high resolution (at least 1mb in size) or a video is required to be in mp4 or .mov file, at least HD if not 4k.

If you are unsure, always check with the photographer or videographer.

You can also refer back to original [presentation slide deck](#) – slide 10 for more details on third party sharing.

8. If a person/s is featured in my content but they signed a release for it to be used only online can I use it on other channels/forms of print?

If a model has signed a form for them to be featured on a particular channel and you want to extend the usage to another channel that hasn't been contracted in, you will need to re-negotiate with the model or the production company for the channel you wish to use the content on.

You cannot legally decide to use a model on a channel or campaign they have not signed permissions for.

9. If I commission video content, should I brief that I want the clean footage and what does that entail?

Firstly, this depends on your budget and your own requirements. For example, if you are commissioning content for a one-off branded promotion or campaign, usually the finished edited piece is all that you will need. However, if you want to use this for another content project or want to team up with Tourism NI or other tourism partners, clean footage would be required.

Clean footage basically means usable content without graphics, music or voice-overs. This may be provided as one video or just separate clips. (Clean, unedited footage in HD format allows for various types of usage channels.)

10. What size of an asset should I download for print?

I would advise using the Masterfile, as that will be the largest file size available and should be meet your requirements.

There are file sizes for web/social media, but if you find that they don't meet your requirements you are free to resize using your own photo-editing software.

11. What is the difference between a TIFF vs JPEG image

Whilst both sizes can be used for similar purposes, to make a file size manageable for download/sharing, a JPEG is compressed in size. There may be some loss of quality, however its more manageable in terms of storage.

Whereas a TIFF doesn't lose any of the quality, so it can be used for large print, but does create more challenges in downloading/sharing. This format is generally preferred by creatives/ photographers for editing.