



American Seniors Housing Association (ASHA) Signs Agreement with Motion Picture Licensing Corporation

Agreement provides ASHA members with a discount on the Umbrella License® to show motion pictures and other audiovisual programs in senior living communities.

Los Angeles, CA – The [American Seniors Housing Association](#) (ASHA) has negotiated an agreement with [Motion Picture Licensing Corporation](#) (MPLC) that gives ASHA members the opportunity to obtain a reduced-rate license to exhibit movies and other audiovisual programs in senior living communities in a copyright compliant manner.

“We are pleased to work with MPLC to provide our members the opportunity to secure a discount on the Umbrella License,” said Jeanne McGlynn Delgado, V.P., Government Affairs at ASHA. “Among the many amenities available to residents in senior living communities, gathering with family and friends for a movie is always a popular activity. This agreement ensures that communities that show movies are doing so lawfully and also getting a discount for the license as a benefit of ASHA membership.”

The license, known as an Umbrella License, provides senior living communities the rights to show a wide array of movies and other audiovisual programs for entertainment or educational purposes. Movies can be shown from more than 1,000 Hollywood studios, independent, special interest, television, and international producers. Once a license is secured, residents or staff can rent or purchase movies and play them without the need for any further reporting.

According to the US Copyright Act, Title 17 of the United States Code, copyrighted motion pictures and other audiovisual programs that are legally available for personal, private use (such as DVDs, downloads, or streaming services) need a public performance license when exhibited in public. Showing movies in communal areas of residential facilities or via closed circuit transmission within residential facilities, requires a public performance license without regard to whether an admission fee is charged or to whether the exhibitor is a for-profit or not-for-profit organization.

“We are pleased to have the support of ASHA,” said Sal Laudicina, President of the MPLC Licensing Division. “MPLC works with all the leading associations involved in supporting and providing services to senior citizens. ASHA is an excellent addition to the growing list of MPLC partner associations. Over the years, senior living communities have incorporated the ‘magic of the movies’ into their various activity offerings. Movies remain an excellent way to foster a sense of community and encourage resident interaction. The Umbrella License is a convenient and comprehensive copyright compliance solution that provides a wide array of program

possibilities. Once licensed, ASHA members gain the peace of mind to incorporate movies into their programs in accordance with federal law.”

About Motion Picture Licensing Corporation

Motion Picture Licensing Corporation was established more than 30 years ago by motion picture executives to provide public access to the work of the creative community without copyright infringement. The intention was to make motion picture public performance easy to understand, accessible, and affordable. Today, MPLC is the world leader in motion picture copyright compliance, supporting legal access across six continents in 35 countries. MPLC provides the Umbrella License to over 250,000 facilities in the United States and over 500,000 worldwide. More information can be found at www.mplc.org.

About American Seniors Housing Association

For 25 years, executives involved in the operation, development and finance of senior housing have put their trust in ASHA as the premier source for research, conferences, and advocacy. Member executives represent the entire spectrum of seniors housing: independent living, assisted living, and continuing care retirement communities. ASHA caters to the unique needs of senior executives engaged in the development, ownership, operations, and financing of seniors housing. To learn more about ASHA and the benefits of membership, please visit www.seniorshousing.org

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