



Argentum Signs Agreement with Motion Picture Licensing Corporation

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

Los Angeles, CA – Argentum has negotiated an agreement with [Motion Picture Licensing Corporation](#) (MPLC) that gives Argentum members the opportunity to obtain a reduced-rate license to exhibit movies and other audiovisual programs in senior living and certain health care settings in a copyright compliant manner.

“We are very excited about the new partnership with MPLC,” said Argentum President and CEO James Balda. “The Umbrella License discount makes programming movies in our members’ communities more affordable than ever before. Many of our members show movies or would like to. Residents have long appreciated movie screenings as a fun activity that helps foster a true sense of community.”

The license, known as an Umbrella License, provides senior living and health care 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 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 communities or via closed circuit transmission within residential communities, 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 Argentum,” 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. Argentum is an excellent addition to the growing list of MPLC partner associations. Over the years, senior living and health care 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 for senior living and health care communities. Once licensed,

Argentum 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 Argentum

Founded in 1990, Argentum is the leading national trade association serving companies that own, operate, and support professionally managed senior living communities in the United States. Through a network of state partners, Argentum represents over 7,000 communities that provide independent living, assisted living, and memory care services for older adults. Argentum is expanding senior living through its comprehensive national and state advocacy program; workforce development, training, and certification tools; and industry-leading publications, events, education, and research. To learn more about Argentum and the benefits of membership, please visit www.argentum.org.

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