



Motion Picture Licensing Corporation and Cloud Cover Music Collaborate on Copyright Compliance

Partnership supports education on copyright compliance solutions for the legal use of motion pictures and other audiovisual works in public settings

Los Angeles, CA – [Motion Picture Licensing Corporation](#) (MPLC) and [Cloud Cover Music](#), (CCM) have partnered to better educate businesses about the importance of copyright compliance when motion pictures and other audiovisual programs are shown in public settings.

“We are excited to collaborate with MPLC on the matter of compliance,” said Carrie Pobre, Senior Vice President of Product & Marketing. “CCM holds all licenses for playing music in public places and aims to promote a sense of pride in being part of the copyright compliance movement. We have been able to provide our clients with Enterprise software that gives targeted music branding solutions, and now we can refer them to MPLC for motion picture content. In some instances, our clients are already working with MPLC to license movies. This educational partnership further emphasizes the importance of ensuring that all intellectual property is used in a copyright compliant manner.”

“We are delighted with our new relationship with Cloud Cover Music,” said Sal Laudicina, President of MPLC’s Licensing Division. “MPLC partners with organizations around the world to better educate the public about the importance of copyright compliance. Businesses want to leverage the works of the creative community, and both MPLC and Cloud Cover Music have succeeded in providing simple and affordable compliance solutions. Movies remain an excellent way to entertain and engage business patrons of all ages. The Umbrella License® is a convenient and comprehensive copyright compliance solution that provides a wide array of program possibilities. Once licensed, businesses gain the peace of mind to incorporate movies in accordance with federal law.”

MPLC’s license, known as an Umbrella License, provides commercial establishments and other organizations with 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, organizations 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 and other digital formats, whether streamed or downloaded)

require a public performance license when exhibited in public. Showing movies in many areas, such as a waiting room, health club, or commercial business, requires a public performance license, regardless of whether an admission or other fee is charged.

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 Cloud Cover Music

Drawing from a team of business management, music programming, licensing, and software development experts, Cloud Cover Music has developed tech savvy music licensing solutions that allow organizations to seamlessly marry music, branded messaging, and copyright compliance. Clients ranging from Fortune 500 companies to respected non-profit organizations rely on Cloud Cover Music's copyright compliant music solutions. Cloud Cover Music operates as a division of Cloud Cover Media, Inc. www.cloudcovermusic.com

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