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Reaction

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## Who owns MTV Flux? The users do

MTV answers Billy Bragg's challenge on the rights of artists uploading material to the network's new user generated content channel.

**Nayeem Syed**

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It is great that Billy Bragg thinks MTV Flux is a brilliant idea. However, we disagree with his interpretation of the terms and conditions under which we invite the public to upload their user generated content - be it short films, animation or music - to [mtvflux.co.uk](http://mtvflux.co.uk).

He implies that there is something sinister going on. That we are exploiting our audience. Not at all.

Although Mr Bragg says that most artists are "unlikely to read the terms and conditions with which they are required to agree before joining the service" we would actively encourage them to do so because they would come across an important passage which he chose not to mention. Namely, "By uploading or sending any material to us ... you continue to retain ownership of such material and may continue to use the content outside the website".

To be totally transparent, when the upload function goes live on the site next week we will be even clearer.

At the very point when an artist is about to press the button and upload their original material it clearly states, "Don't worry, you keep all the copyrights to your own work, but if you get signed to a record label, publishing company or collecting society then you need to tell us."

At that point they will be covered by the record company that signs them. It could not be simpler or clearer.

And let's not forget that MTV has been championing artists for 25 years and is famous for providing a platform for unsung heroes.

Bands such as Bloc Party, Editors, Maximo Park and Kaiser Chiefs had their first major live TV performances on our channels and MTV Flux continues this tradition.

We want everyone - bands, actors, animators, the list is almost endless - to upload their original material on to MTV Flux because showcasing it might get them noticed.

But let's not forget that the people we are talking about, the people we want to upload their material, are unsigned. We'd be delighted if by getting airtime through MTV someone recognises their talent and offers them a contract.

It is accepted practice to ask artists to "waive" - not assign - their moral rights. Otherwise, we couldn't even shorten any material in terms of length or to suit the medium in which it is broadcast.

The terms and conditions are clear and clearly protect anyone who uploads content to MTV Flux. Had Mr Bragg read them fully, there would have been no room for his misunderstanding. Furthermore they are consistent with the other main broadcasters.

But let's make one thing very clear - the rights remain with the individual.

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