Swank Motion Pictures provides both public performance licensing rights and licensed movies to numerous non-theatrical markets, including U.S. colleges and universities, worldwide cruise lines, K-12 public schools and libraries, American civilian and military hospitals, motor coaches, correctional facilities and other markets such as parks, art museums and businesses.
THOSE WHO VIOLATE COPYRIGHT LAW CAN BE PROSECUTED — CONSULT YOUR LEGAL COPYRIGHT ADVISOR OR ATTORNEY

The Motion Picture Association of America (MPAA) and its member companies are dedicated to stopping film and video piracy in all its forms, including unauthorized public performances and illegal downloading. Motion picture companies will go to court to ensure their copyrights are not violated, so avoid the possibility of embarrassing publicity and fines by consulting your legal copyright compliance advisor or attorney if you are uncertain about your responsibilities under copyright law.

WHAT IS CONSIDERED A PUBLIC PERFORMANCE?

The concept of "public performance" is central to copyright and clearly defined by the law. For films, this means that anytime a movie is shown outside of someone's home, it must be properly licensed. Motion pictures, streamed films, or DVDs do not confer the right to exhibit them publicly outside the home unless the screening is properly licensed.

WHAT THE LAW SAYS

The Federal Copyright Act (Title 17, United States code, Public Law 94-553, 90 Stat. 2541) governs how copyrighted materials, such as movies, may be utilized publicly. The rental, purchase, lending or download of a movie does not grant the right to exhibit it publicly outside the home, unless the screening is properly licensed.

This legal copyright compliance requirement applies to everyone, regardless of whether admission is charged, whether the institution is commercial or non-profit or whether a state, federal or local agency is involved. This means colleges, universities, public schools, public libraries, daycare facilities, parks, recreation departments, summer camps, churches, private clubs, prisons, lodges, businesses and more all must properly license movies to show them publicly.

Movie studios own the copyrights to the films they produce, and their agents are the only parties who are authorized to license their content. No other group or person has the right to exhibit or license exhibitions of copyrighted movies. Copyrighted movies borrowed from other sources such as public libraries, colleges or personal collections cannot be used legally for showings on any site which is not properly licensed.

WHY LICENSING?

Funds from licensing costs consist of royalties, which is the money paid to authors, computer programmers, playwrights, musicians, inventors, movie producers and more out of the proceeds from the sale, performance or use of their work. Nearly everyone participating in a movie production depends on these royalties as payment for any work performed.

If these men and women lose ownership of their work and do not receive revenue, much of which is collected through licensing fees, there would be little incentive for them to continue to invest their time, research and development costs to create new songs, plays, shows and other forms of entertainment. In terms of films, unauthorized screenings of movies outside of the home prevent those who worked hard from receiving their just compensation.

The licensing fee for your public performance includes royalties to the entire cast and crew who worked on the movie from start to finish. If you have any doubts about these statements regarding copyright, please consult your copyright attorney to have legal questions answered or verified.

WHAT CONSTITUTES A PUBLIC PERFORMANCE?

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