Monitoring Purposes

1. To determine the **quantity** of copyright material copied and communicated

2. To **identify** the material so that payment can be made to copyright owners
What do we need to know about?

• All **copying** of off air broadcasts for the educational purposes of this university

• All **communication** of off air broadcasts for the educational purposes of this university
  
  — *Communication* means making the copy available over a network, most commonly making the copy available on your intranet or emailing a copy
Two survey components

- **Staff survey**
  - Online survey: staff complete quick fortnightly internet questionnaire
Who is in the online staff survey?

• The survey agreement defines in-scope staff as:
  "Staff with a teaching-only function, or with a teaching-and-
  research function, and other staff if they may be required to copy or
  communicate off-air audio-visual material." (3.3)

• This includes:
  – All Associate Lecturers, Lecturers, Senior Lecturers, Professors,
    Associate Professors and Readers who have any teaching function
    in the selected area (including ALL part-time, casual and sessional
    staff and including tutors if they prepare their own teaching
    material).

  – Administrative and general staff IF they have any responsibility for
    copying or communicating audio-visual material in reliance on Part
    VA. (3.4)

• For universities with a TAFE component, this definition includes the TAFE component (3.5).
• Staff that do not have a university email address are excluded (3.6).
# Email sample

<table>
<thead>
<tr>
<th>Email address</th>
<th>First name</th>
<th>Last name</th>
<th>Area</th>
<th>Work Status</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="mailto:john.stirton@nielsen.com">john.stirton@nielsen.com</a></td>
<td>John</td>
<td>Stirton</td>
<td>Psychology</td>
<td>Full Time</td>
</tr>
</tbody>
</table>

*For each listed staff member you need to include:*

- Email address (Column A)
- First name (Column B); [Format: sentence case e.g. “John”]
- Last name (Column C) [Format: sentence case e.g. “Smith”]
- Area: Department / School / Faculty (Column D)
- Work status: permanent full time, permanent part-time, casual/sessional; (Column E).
Your Involvement

- Understand fully the aims and objectives of the survey and how it will operate
- Assist in preparing / editing email address sample (if required)
- Convey information to colleagues
- Be the local ‘expert’ on the survey
- Refer questions or problems to the survey manager
- Follow up non-response, where necessary
- Give us feedback at the end of the survey
The on-line staff survey
Overview

• Fortnightly email to staff with link to survey questions

• Staff must complete the survey questions every fortnight

• Additional features:
  – A staff member’s survey password will be embedded in the survey link
  – If a staff member misses a fortnight they will be prompted to respond for that period when they log-in
  – Staff will be sent reminder emails for weeks missed
  – A report listing staff who have not responded will be provided for follow-up
The staff survey

• Some examples

- Someone who does not copy
- Copying a TV show on your video or DVD recorder
- Communicating a copy of a program
“I haven’t copied...”
Dear Annette,

As you are aware, you are required to respond to the Television and Radio Copyright Survey each week for 13 weeks. This is the first week of the survey.

Please click on the link below and follow the instructions at the survey website.

Participation is compulsory, and your prompt response is appreciated. The survey will take only a few minutes.

Survey link:


If clicking on the link doesn't take you to the survey website, please copy and paste the link into your web browser.

If you have any specific questions about the survey, please contact me on 9875 5432. General information about the survey is available at the survey website on the link above.

If you have any technical difficulties please contact the Nielsen Survey Team on Screenrights@survey.au@nielsen.com or telephone (02) 9673 7505.

Thank you for assistance.

Kind regards,

Thomas Jones
This is a survey of television and radio usage at your university. The survey is supported and authorised by Sydney University, and is mandatory for all teaching staff in selected areas.

For more general information about the survey click on the FAQ button. For specific information about survey responses, click on the Help button.

To begin, click on the button below. As you move through the survey, please use the buttons at the bottom of each screen. Do not use your browser buttons.

If you would like to view our privacy statement, please click here. If you require assistance at any time during the survey, or would like to contact us, please click on the Contact Us button on the left hand side of the screen.

Please do not exit the survey without being prompted to do so. Although most information will be saved, you will re-enter the questionnaire at the beginning.
Television and Radio Copyright Survey

Could you please confirm your details:

Name: Eloise Critchley
Area (eg department, school, faculty): Access & General Education Faculty
University: Sydney University

- Yes, these are my details
- No, these are not my details

Please do not exit the survey without being prompted to do so. Although most information will be saved, you will re-enter the questionnaire at the beginning.
Television and Radio Copyright Survey

In the period...

Monday, 9 August 2010 to Sunday, 22 August 2010?

Did you...

1. make any copies of television or radio programs for the educational purposes of your university; and/or

2. email any copies of television or radio programs for the educational purposes of your university; and/or

3. make any copies of television or radio programs available online (e.g. posted copies on the Internet, an intranet or on the university’s computer network) for educational purposes? Note that these programs may have been copied in this period or previously copied.

Please do not exit the survey without being prompted to do so. Although most information will be saved, you will re-enter the questionnaire at the beginning.
Please confirm that you did not copy, email, or make available online any copies of television or radio programs in the period...

Monday, 9 August 2010 to Sunday, 22 August 2010?

☐ I did not copy, email, or make available online any copies of television or radio programs in the period above

☐ I did copy, email, or make available online copies of television or radio programs in the period above

Please do not exit the survey without being prompted to do so. Although most information will be saved, you will re-enter the questionnaire at the beginning.
That's all the questions we have for you today.

Thank you very much for your time.

Should you have any queries, please do not hesitate to contact us at screenrightssurvey.au@nielsen.com

When you are ready click here to exit the survey or use the close button on your browser.
“I’ve copied a TV program...”
This is a survey of television and radio usage at your university. The survey is supported and authorised by Sydney University, and is mandatory for all teaching staff in selected areas.

For more general information about the survey click on the FAQ button. For specific information about survey responses, click on the Help button.

To begin, click on the button below. As you move through the survey, please use the buttons at the bottom of each screen. Do not use your browser buttons.

If you would like to view our privacy statement, please click here. If you require assistance at any time during the survey, or would like to contact us, please click on the Contact Us button on the left hand side of the screen.

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2. email any copies of television or radio programs for the educational purposes of your university; and/or
3. make any copies of television or radio programs available online (e.g., posted copies on the Internet, an intranet or on the university's computer network) for educational purposes? Note that these programs may have been copied in this period or previously copied.

- Yes
- No

Please do not exit the survey without being prompted to do so. Although most information will be saved, you will re-enter the questionnaire at the beginning.
**Television and Radio Copyright Survey**

Contact Us


Please complete the following fields. If you want more information click on the question title.

**Title of TV or radio program** (include segment or episode title)

First Australians

**Select source**

TV

**Station or channel**

SBS1

**Date of broadcast** (dd/mm/yyyy)

15/08/2010

**Time of broadcast** (AM/PM)

8.30 PM

**Duration of copy** (minutes)

60

**Date Copied** (dd/mm/yyyy)

15/08/2010
Time of Broadcast (AM/PM): 6:30 PM

Duration of Copy (minutes): 60

Date Copied (DD/MM/YYYY): 15/08/2010

Number of copies/tapes made: 1

Select format of copy:
- Tape
- CD/DVD
- Computer hard disk
- USB Flash Drive
- HDD/PVR
- Other (Please specify)

Did you email this copy to anyone during the period Monday, 9 August 2010 to Sunday, 22 August 2010:
- Yes
- No

Did you make this copy available online during the period Monday, 9 August 2010 to Sunday, 22 August 2010:
- Yes
- No
Television and Radio Copyright Survey

Summary of records entered for period: Monday, 9 August 2010 to Sunday, 22 August 2010

<table>
<thead>
<tr>
<th>No.</th>
<th>Program</th>
<th>Source</th>
<th>Channel</th>
<th>Date Broadcast</th>
<th>Time Broadcast</th>
<th>Duration</th>
<th>Date Copied</th>
<th>No of copies</th>
<th>Format</th>
<th>Email</th>
<th>Available Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>First Australians</td>
<td>TV</td>
<td>SBS1</td>
<td>18/08/2010</td>
<td>8.30 PM</td>
<td>60</td>
<td>18/08/2010</td>
<td>1</td>
<td>Computer hard disk</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>

Listed above are the record(s) that you have provided. If there is anything you wish to amend you will get an opportunity to do so in a moment.

Do you have any more records for this period?

- Yes
- No

Please do not exit the survey without being prompted to do so. Although most information will be saved, you will re-enter the questionnaire at the beginning.
Please confirm that the following is a complete record of any copies of television and radio programs made for the educational purposes of your university in the period...

**Monday, 9 August 2010 to Sunday, 22 August 2010?**

<table>
<thead>
<tr>
<th>No.</th>
<th>Program</th>
<th>Source</th>
<th>Channel</th>
<th>Date Broadcast</th>
<th>Time Broadcast</th>
<th>Duration</th>
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<td>TV</td>
<td>SBS1</td>
<td>18/08/2010</td>
<td>8:30 PM</td>
<td>60</td>
<td>16/08/2010</td>
<td>1</td>
<td>Computer hard disk</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>

- Yes it is an accurate record of my activity
- No it is not an accurate record of my activity

Please do not exit the survey without being prompted to do so. Although most information will be saved, you will re-enter the questionnaire at the beginning.
That's all the questions we have for you today.

Thank you very much for your time.

Should you have any queries, please do not hesitate to contact us at screenrightssurvey.au@nielsen.com

When you are ready click here to exit the survey or use the close button on your browser.
"I’ve put a copy on the intranet..."
### Time of Broadcast (AM/PM)
- Time of broadcast: 9:30 PM

### Duration of copy (minutes)
- Duration of copy: 60

### Date Copied (DD/MM/YYYY)
- Date Copied: 15/08/2010

### Number of copies/tapes made
- Number: 1

### Select format of Copy
- Options: Tape, CD/DVD, Computer hard disk, USB Flash Drive, HDD/PVR, Other (Please specify)

### Did you email this copy to anyone during the period Monday, 9 August 2010 to Sunday, 22 August 2010
- Options: Yes, No

### Did you make this copy available online during the period Monday, 9 August 2010 to Sunday, 22 August 2010
- Options: Yes, No
FAQs and Help

Frequently Asked Questions

1. Why is there a survey of television and radio use in universities?
   Under the broadcast statutory license, staff are permitted to use television and radio broadcasts for educational purposes. One of the conditions of the license is that, from time to time, staff are required to participate in a survey of these activities. The objective of the survey is to provide information about the programs being used so that the copyright owners can be paid.

2. Why was I chosen to participate?
   At each university, a random sample of departments and schools from one to one half staff are invited to participate. At least three departments from each university will be selected to participate in the survey.

3. What was this university chosen to participate?
   The independent survey authority which is managing the survey is responsible for selecting representatives of universities. Each year, 11 of the 50 universities will be selected to participate in the survey, approximately once every three years.

4. Do I have to complete the survey?
   Yes, the survey is compulsory for all teaching staff in areas chosen to participate.

5. Why should I participate in the survey?
   The survey is designed to provide information that will assist the license administrators in the calculation of fees for the broadcast statutory license. By participating, you will be helping to ensure that the fees are calculated accurately and fairly.

Help

The following fields have links leading to definitions:

- **Program Title**: Enter the full program title, including segment or episode title if appropriate. If you have copied more than one program or episode, use a separate record for each program. Please include as much detail as you can, particularly when copying an excerpt of a program (as different copyright owners may be associated with different parties). If you are copying from a website (such as a podcast), please also include the URL of the website.
- **Time of Broadcast**: Enter the time that the program was broadcast on television or radio and indicate whether AM or FM.
- **Date of Broadcast**: Enter the date in which the program was broadcast in different formats. If you are unsure, please give your best guess.
- **Date Copied**: Date copied.
Next steps

On-site training for selected areas and any CAVs
TODAY

University provides DRAFT email addresses for teaching staff in selected areas by 31 August

University notifies all selected staff via email by 31 August

Survey starts 3 September 2012

University provides FINAL email addresses for teaching staff in selected areas by 7 September 2012

First Nielsen email to selected staff
17 September 2012
Timetable

- Next week or so: Email sent to all participating staff by senior officer of the university

- Survey starts: **Monday 3 September 2012**
  - Emails sent out fortnightly, commencing Monday 17 Sept 2012
  - CAV sends records at the end of each period

- Survey ends: **Sunday 14 October 2012** (final email next day)