

## Reuters Restrictions Guide

Reuters Restrictions are structured in two parts:

- **Before the colon** where we signal the **media use type**.
- **After the colon** where we signal any **relevant restrictions**.

### Before the colon:

- Wording signals that **restrictions are relevant to the use type** vs customer type (e.g Broadcast not Broadcaster).
- There is a **2 way distinction of use type - Broadcast Use and Digital Use**.  
For clarity we will always display both use type restrictions, even in cases where there are no restrictions (see table below).
- Definition of use types:

**Broadcast:** → Usage term restrictions with respect to use of content in news programming destined for broadcast television. Use by broadcasters on digital media properties, including re-casting or simulcasting, is permitted, provided that no other restrictions apply.

**Digital:** → Usage term restrictions with respect to use of content on digital media properties.

- Print use cases should assume that any restrictions communicated for either Broadcast or Digital will always apply.

### After the colon:

- We will always use simple terms to communicate restrictions, using **No Use** in the vast majority of cases. To illustrate:

**No Use XX** – where **XX refers to the market (or entity) in which the content is intended for use**.

- For the cases where multiple entities, companies or countries, need to be added we will repeat the term No Use before every entity and use a full stop to separate out each notice. For example:

**Broadcast:** No Use China. No Use CNN. No Use NBC. No Use BBC.

**Digital:** No Use China. No Use CNN. No Use NBC. No Use BBC.

- We will always aim to use “No New Uses After [date]” in all cases where an item should not be used after a certain date. In due course this will replace the more generic terms “No Resales” and “No Archive”; for now these will remain and should be adhered when used.

## Restrictions Glossary – After the Colon Terms

Term	Description	As Seen on Reuters Connect	As seen in the XML
<b>None</b>	There are no restrictions to how this content can be used, for Broadcast television or Digital use, as long as use is subject to the terms of a customer agreement.	Broadcast: None. Digital: None.	<usageTerms xml:lang="en">Broadcast: None. Digital: None.</usageTerms>
<b>No Use Broadcast</b>	No broadcast television use. Use by broadcasters on digital media properties is permitted, provided that no other restrictions apply.	Broadcast: No Use Broadcast. Digital: None.	<usageTerms xml:lang="en"> Broadcast: No Use Broadcast. Digital: None.</usageTerms>
<b>No Use Digital</b>	No use on digital media properties, which includes online, mobile, wireless, social media.	Broadcast: None. Digital: No Use Digital.	<usageTerms xml:lang="en"> Broadcast: None. Digital: No Use Digital.</usageTerms>
<b>No Use [Country Name]</b>	No broadcast television use or use on digital media properties with a target audience in [country].	Broadcast: No Use Brazil. Digital: No Use Brazil.	<usageTerms xml:lang="en"> Broadcast: No Use Brazil. Digital: No Use Brazil.</usageTerms>
<b>No Use [Company Name]</b>	No use by [company], including affiliates.	Broadcast: No Use CNN. Digital: No Use CNN.	<usageTerms xml:lang="en"> Broadcast: No Use CNN. Digital: No Use CNN.</usageTerms>
<b>No New Uses After [date]</b>	No broadcast television use (including rebroadcast of a previously aired program) or use on digital media properties after the specified date and time. Content published online need not be removed from digital media properties so long as it was published prior to that date. This restriction overrides any extended archive rights the customer may otherwise have.	Broadcast: No new uses after 14 January 2017, 23:59:59. Digital: No new uses after 14 January 2017, 23:59:59.	<usageTerms xml:lang="en"> Broadcast: No new uses after 14 January 2017, 23:59:59. Digital: No new uses after 14 January 2017, 23:59:59.</usageTerms>
<b>No Resales</b>	No individual sale of the content is permitted, and neither Reuters nor its partners may license the content on an a la cart basis. Reuters may license the content through any subscription-based newswire.	Broadcast: No Resales. Digital: No Resales.	<usageTerms xml:lang="en"> Broadcast: No Resales. Digital: No Resales.</usageTerms>
<b>No Archive</b>	No broadcast television use (including rebroadcast of a previously aired program) or use on digital media properties after 30 days from the date it was made available to the customer by Reuters. Content published online need not be removed from digital media properties so long as it was published within that 30-day period. This restriction overrides any extended archive rights the customer may otherwise have.	Broadcast: No Archive. Digital: No Archive.	<usageTerms xml:lang="en"> Broadcast: No Archive. Digital: No Archive.</usageTerms>

**For restrictions related to use of Music:**

Determined Term	Description	As Seen on Reuters Connect	
Music must be cleared for use	Clients are responsible for clearing all music rights as administered by collecting societies or the relevant rights holders.	Broadcast: Music must be cleared for use. Digital: Music must be cleared for use.	<usageTerms xml:lang="en"> Broadcast: Music must be cleared for use. Digital: Music must be cleared for use.</usageTerms>
Music cleared for one time live use/ Music must be cleared for use in subsequent edits	For distribution of live performances, where the organizers have confirmed that they have cleared the music for one-time live distribution by Reuters. However, for distribution of subsequent edits of the footage, clients are still responsible for clearing all music rights as administered by collecting societies or the relevant rights holders.	Broadcast: Music cleared for one time live use/ Music must be cleared for use in subsequent edits. Digital: Music cleared for one time live use/ Music must be cleared for use in subsequent edits.	<usageTerms xml:lang="en"> Broadcast: Music cleared for one time live use/ Music must be cleared for use in subsequent edits. Digital: Music cleared for one time live use/ Music must be cleared for use in subsequent edits.</usageTerms>

**Reuters Warnings Guide**

Reuters will always place warnings to indicate any content that may be considered sensitive, using the term **Attention Editors** and respective warning the script or caption for Video and Pictures content respectively:

Warning	Description	As Seen on Reuters Connect Caption/Script
<b>Sensitive content</b>	Catch all warning for cases where we want to indicate the need for sensitivity and human review, but which do not fall within the below categories.	Attention Editors: Sensitive content.
<b>Profanity</b>	Warning to indicate that content includes profane gestures.	Attention Editors: Profanity.
<b>Nudity</b>	Warning to indicate that content includes nudity.	Attention Editors: Nudity.