



Protecting Your unitedstreaming.com Content Under Copyright and Fair Use

FAIR USE GUIDELINES AND YOUR UNITEDSTREAMING AGREEMENT:

1. You need to maintain the original INTENT of the video. That means you can shorten any clip, but make NO other alterations with it (you cannot edit the sound or add your own images within that clip).
2. You can use as many clips as you like with your subscription agreement with unitedstreaming (this is a better deal for you than the fair use which states "three minutes or 10% of the entire video, whichever is less).
3. Students are allowed under fair use to keep their projects for their personal portfolios.
4. Teachers are allowed to keep their projects as long as the unitedstreaming subscription is current. You will be notified in the event the subscription has been cancelled. Until then, enjoy the clips!
5. As a reminder with putting our content out on the web - protect it. You can have subscribers STREAM to your video. Read below under the TECHNOLOGY ISSUES SECTION.
6. For more information on Fair Use Guidelines for Educational Multimedia, go to Indiana University's site <http://www.indiana.edu/~ccumc/mmfairuse.html>.
7. If you are interested in making distance learning models, you HAVE permission to do this. Your only requirement: that the end users (students) who use the clips are subscribers to unitedstreaming.com. So if you wish to make a virtual classroom, you CAN. If you want to *"multicast", you CAN (*have everyone log onto the site to watch the same streamed content, much like turning on the television); or if you want to have the content broadcast across television, you CAN.
8. Going from digital to analog (or taking the video clip from the computer and recording it on to a vhs tape) is against copyright. BUT, if you wish to do this, you can request written permission from us and we will review each request on a case-by-case basis. Please include your name, your project, and a rationale for needing to do this. We have digital rights to the content, not always the analog rights.

TECHNOLOGY ISSUES

Putting content out on the web is now easier than ever: have your subscribers STREAM to the site.

1. To do this, simply go to the video clip you wish to use and for PC, right click over the
2. "S" button.
3. Scroll to "Copy Shortcut"
4. Complete the same steps you would use to make a hyperlink, but in the hyperlink window, PASTE your shortcut (URL address) into the field that will say something like,
5. "Type the file or web page name" and click ok.
6. Subscribers will need to log in first to our site, then go back to click on your stream.
7. That's it! Now the content is protected. Just be sure to have subscribers log off the site (if applicable) when you are finished.
8. This currently works for PC's. If you have a solution for the Mac, please let us know!

If you have specific questions regarding your licensing agreement or anything included in this document, contact us at 1-800-323-9084 or email us at info@unitedlearning.com.

