



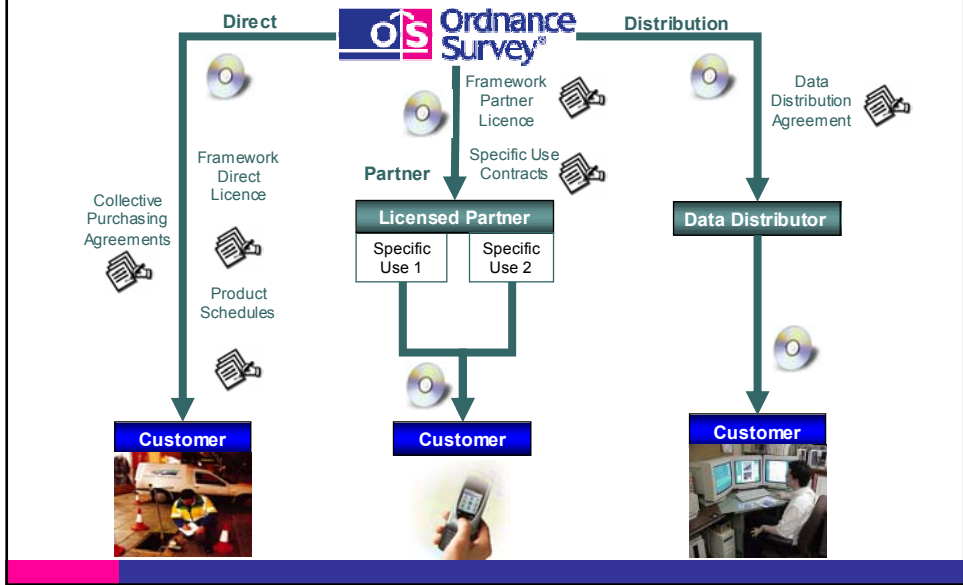
Ordnance Survey's licensing structure

Commercial Contracts Team

Agenda

- Ordnance Survey's licensing model
- Additional licences
- Additional resources

Ordnance Survey licensing framework



Direct licensing

Ordnance Survey Licensing Framework



- Customers – central and local government, utilities
- Collective Purchasing Agreements
 - Access to national cover of a set of data products
 - Comprehensive set of licence rights
- Framework Direct Licence
 - Smaller areas
 - Standard prices
 - Standard licence rights





Data distribution

- Aimed at our small and medium scale products
- Distributors have greater reach in the markets
- Distributors can also:
 - 'Cookie cut', reformat, feature subset, and so on
- Ordnance Survey provides a 'merchant margin' to distributors



Partner licensing

- Value-added products and services to customers
- Partners serving customers in a range of markets including:
 - Land and property - Navigation
 - Insurance - Transport
 - Government - Publishing
- Framework Partner Licence ('umbrella agreement')
- Specific Use Contracts based on market and 'use'



Specific Use Contracts – benefits

- Prices based on market and use
- Based on Partner's output and Ordnance Survey (data) input
- Specific Use defined in detail in the licence
- Covers use of multiple Ordnance Survey datasets
- Royalties expressed clearly – in pounds and pence
- Royalties defined in relation to use for example, print-runs; web-hits; CDs; service subscribers, transactions



Specific Use Contracts

Consumer Website Services	Plan, Design, Build Service
Fleet Management Products	View, Plot, Export Service
Land Search Service	ASP Tracking Services
Location Based Services	ASP Car Sharing Services
Publishing Products	Car Sharing Services
Reports Services	User Derived Data for
Navigation Products	Standard Licensed Use
Personal Use Software Products	



Ordnance Survey contracts

From:

- Pricing and licensing evolved over time
- Contracts developed in isolation
- Focus on input, that is, the Ordnance Survey data products

To:

- Standard contracts, focussed on use, to ensure:
 - Partners could compete fairly
 - License the same activity in the same way
 - Protect Ordnance Survey and the Intellectual Property

Additional licences

- Pilot Data Licences
 - Allows for trials of data before committing to a longer term contract. Typically 3–6 months with the provision of larger sample areas than provided on the website.
- Developer Agreement
 - Allows for the development of systems and products which may use, or be based upon, Ordnance Survey data. Activity is restricted to development only.
- Framework Trade Agreement
 - For our paper map wholesalers and retailers.
- Paper Map Copying Licence
 - For copying Ordnance Surveys paper map products.

Ordnance Survey licences and agreements explained - Microsoft Internet Explorer provided by Ord...

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Business

Licences explained

Framework Direct Licence

Specific Use Framework Partner Licence

Distributor Framework Agreement

Mapping and Data Centre Non-exclusive Distribution Agreement

Pilot Data Licence

Developer Programme Agreement

Framework Trade Agreement

Copyright Licences

Licences and agreements explained

Our policy and practice

Ordnance Survey is committed to operating its pricing and licensing policy in a fair, open and transparent way. We encourage the use and exploitation of mapping and data by providing a wide range of licences that focus on how our customers wish to use our data and the rights we grant for those uses.

We have a series of Framework licences covering the supply of Ordnance Survey digital information direct from Ordnance Survey for use within our customers' businesses, or details for operating as a commercial partner.

The Framework licences define the general trading relationships we may have between ourselves and our customers, who will sign a Framework Licence for each particular type of relationship only once. Each framework is underpinned with a more detailed contract that deals with the rights being granted for use of Ordnance Survey products.

Which licence or agreement might you need?

Framework Direct Licence

This is required if you receive data products directly from us for day-to-day use within your business. It is underpinned with Product Schedules for each data product being licensed.

Licences covering commercial partnerships

We have several categories of commercial partnership, which cover trading data or maps as part of our customer's business, or incorporating them within the products or services they offer.

Specific Use Framework Partner Licence

This is required if you wish to exploit Ordnance Survey data commercially in your own value-added products and services. This licence is underpinned with Specific Use Contracts to cover each type of value-added product or service developed.

Distributor Framework Agreement

This is for customers wishing to distribute (resell) some of our data products without mandatory value adding. This licence is underpinned with Data Distribution Agreements for the products being distributed.

Ordnance Survey Mapping and Data Centre Non-exclusive Distribution Agreement

For customers wishing to make large scale mapping and map data available and accessible to all citizens as branded published products.

Framework Trade Agreement

This is required if you wish to wholesale or retail our paper mapping.

Local intranet

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Business

Licences explained

Framework Direct Licence

Specific Use Framework Partner Licence

Distributor Framework Agreement

Mapping and Data Centre Non-exclusive Distribution Agreement

Pilot Data Licence

Developer Programme Agreement

Framework Trade Agreement

Copyright Licences

Specific Uses defined under the Specific Use Framework Partner Licence

Under the terms of the [Specific Use Framework Partner Licence](#), Licence Partners may only create and licence **Value Added products and services** for use within defined Specific Uses, under rights that are constrained to that Specific Use.

Ordnance Survey has defined a number of Specific Uses in response to demand from partners. Ordnance Survey will consider defining other Specific Uses as market needs require.

Currently there are Specific Use Contracts (SUCs) available for:

- [ASP Tracking Services](#)
- [ASP Car Sharing Services](#)
- [Car Sharing Products](#)
- [Consumer Website Services](#)
- [Fleet Management Products](#)
- [Land Search Service](#)
- [Location Based Services](#)
- [Navigation Products](#)
- [Personal Use Software Products](#)
- [Publishing Products](#)
- [Reports Services](#)
- [User Derived Datasets](#)
- [View Plot and data Export Service](#)
- [Web Data Preview Service](#)

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Consumer Websites - Specific Use Partner Framework Licence from Ordnance Survey - Microsoft In...

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Business

Licences explained

Specific Use Framework Partner Licence

Specific Use Contracts

ASP Tracking Services

ASP Car Sharing Services

Car Sharing Products

Consumer Website Services

Fleet Management Products

Land Search Service

Location Based Services

Navigation Products

Personal Use Software Products

Publishing Products

Reports Services

User Derived Datasets

View, Plot and data Export Service

Web Data Preview Service

Consumer Website Services

Specific Use Contract under Specific Use Framework Partner Licence:

What are Consumer Website Services?

A service provided by a partner to consumers via an internet website either to:

- allow the consumer to locate products/services/retailers within a geographical area selected by that consumer;
- allow the consumer to plan a route from one location to another; or
- allow the consumer to view a specific geographical area.

What is excluded as a Consumer Website Service?

Any service which:

- determines the actual location of the consumer, other than if specified by the consumer (i.e. by the consumer entering his/her current location) - such use would be permitted under the [ASP Tracking Services SUC](#);
- provides real-time directions based on the consumer's actual location - such use would be permitted under the [Navigation Products SUC](#);
- generates paper plots larger than A4 (625 cm2) size for commercial use; or
- customises the display of Ordnance Survey licensed data or to allow Ordnance Survey licensed data to be overlaid with text or other objects - such use would be permitted under the [VPE Service SUC](#).

Summary of Conditions of Use

a) Restrictions on partners:

Consumers are only allowed to interact with Ordnance Survey licensed data through:

- Map transactions**, being mapping in raster format only created from Ordnance Survey licensed data in response to the consumer's request;
- Route transactions**, being the display or description of a route between two locations in response to the consumer's request; and/or
- Enquiry transactions**, being a response to a single request for information relating to a single location or where the request relates to the start point and end point of a route.

Done Local intranet