



The Educational Recording Agency

Update on Developments and Plans

27th August 2021

Helena Djurkovic, CEO



enhancing the learning experience



What are our objectives?

ERA's strategy is designed around two core objectives:

- Enhancing the value of the existing ERA Licence
- Extending licensing beyond s35 of the CDPA

There are three main strands to ERA's strategy for enhancing the value of the existing ERA Licence:

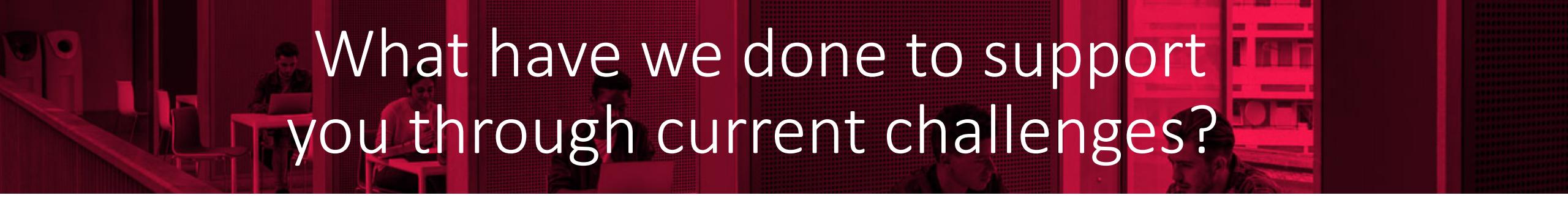
- Increasing the volume of broadcast content that is accessible to licensees
- Improving the means by which the ERA repertoire can be accessed, recorded and stored by licensees
- Supporting educators in the use of broadcast materials through the provision of tools and resources

Within HE we recognise that extending licensing beyond s35 of the CDPA is an important route to increasing the value of ERA Licence



What are the obstacles we face?

- Our members clear rights for s35 uses. These are limited to the UK.
- Rights clearance in the TV sector is enormously complex. Most of what is broadcast is commissioned from the independent production sector or acquired from overseas and thus not produced in-house by our broadcaster members.
- A great deal of what has been broadcast by the commercial broadcasters is still held on film or tape and will take time and money to digitise – though the process has begun with the digitisation of hundreds of thousands of programmes as part of the BFI's Heritage 2022 project.



What have we done to support you through current challenges?

- We're keeping the HE tariff constant for a further two years until 31st July 2024.
- We secured BBC approval and the necessary third party permissions to allow overseas access to the BBC News Channel through BoB during the academic year just ended.
- We have secured BBC approval to allow overseas access to BBC Parliament through BoB on an indefinite basis.
- We lobbied hard to secure the approval of PACT, which represents the UK independent production sector, for the Curated BoB pilot. The pilot, in which 18 institutions are participating, allows students of UK universities within the EU to access content selected by academics and subject specialist librarians. We hope the pilot will provide evidence that allowing access from overseas to curated content poses no threat to the overseas revenues of independent producers.



How else have we enhanced the value of the ERA Licence?

- **The ERA Video Streaming Platform launched in September 2020:**
 - Collection of curated TV and radio clips
 - New clips added weekly; almost 3,000 currently available
 - Free to all licensees; simple registration process open to HE students
 - Student share facility available
 - Requests for new clips welcomed
- **The BBC Shakespeare Archive launched in May 2021:**
 - Transferred from BBC in enhanced and expanded form
 - Over 900 programmes spanning more than 70 years
 - Updated to include programmes made since 2007
 - Subtitling on all TV content

ERA Video Streaming Platform



Home | Streaming Platform | Shakespeare Archive | Educational Resources | The Licence | About ERA | My ERA Sign in



Search TV & Radio Clips

Welcome to ERA's New Video Streaming Platform. Discover thousands of specially curated clips for your subject, including streamed content and links to external streaming platforms.

Can't find what you're looking for?

REQUEST A CLIP

Search for TV and radio clips



Filter your results by:

All content types

All subjects

All exam boards

All levels

Available To Stream



GEOGRAPHY | BBC



GEOGRAPHY | BBC



HISTORY | BBC

BBC Shakespeare Archive



Home | Streaming Platform | **Shakespeare Archive** | Educational Resources | The Licence | About ERA | My ERA | Sign out



BBC Shakespeare Archive Resource

This is the new home for the BBC Shakespeare Archive Resource. Play over 900 programmes from the BBC's archive of Shakespeare's plays, poems and sonnets. Please [register](#) for access to the Archive.

 (X)

Filter your results by:



63 results found matching "Hamlet"

HAMLET | BBC FOUR | 21/06/2020

Royal Shakespeare Company: Hamlet

Sent by the ghost of his father to avenge his brutal death, Hamlet's mission to expose the truth is a perilous journey of madness, murder and lost love.

[Discover more](#)



HAMLET | BBC TWO | 26/12/2009

Hamlet

Drama with David Tennant in the title role of the RSC's production of Shakespeare's tragedy.

[Discover more](#)



HAMLET | BBC TWO | 31/03/2018

Hamlet

Hamlet captures the Almeida Theatre's 2017 acclaimed production of William Shakespeare's great play, recorded as-live in its West End transfer on the stage of London's Harold Pinter Theatre.

[Discover more](#)



HAMLET | BBC ONE | 19/04/1964

Hamlet at Elsinore

A BBC/ Danish Television co-production of Shakespeare's famous tragedy which was staged in the setting where the events of the play actually take place - Denmark's Kronborg Castle in Elsinore.

[Discover more](#)



HAMLET | BBC TWO | 25/05/1980

The BBC Television Shakespeare: Hamlet, Prince of Denmark - Part 1





What is planned in 2021-22?

- C4 content added to the Video Streaming Platform.
- Resources for teacher training and education departments.
- Resources for teaching functional skills in English and Maths based around broadcast recordings.
- Additional third party suppliers.