

GUIDELINES – ONLINE STORY SHARING

To all our contacts who want to dedicate their time to ensure that children continue to have access to story time,

In these uncertain times and while dealing with an unprecedented situation, we want to provide clarity and support to make reading online as simple as possible.

Please be aware that for some of our books, permission isn't ours to give. For titles that are part of these series, we ask that you contact us prior to recording or streaming any readings on pressoffice@euk.egmont.com so we can help you to secure permission. This applies to Mr. Men & Little Miss, Thomas & Friends, Minecraft, Roblox, Winnie-the-Pooh, Star Wars, My Little Pony, Tintin, Ryan's World, Teletubbies, Pokémon, Fireman Sam and Something Special. If we reply to your email requesting you don't do a reading from a particular book, please know that we did everything possible to help you make it happen.

For any other books, please follow the guidelines below.

If you are an author or illustrator who would like to do a recorded or live reading of your book:

We are granting you permission to read your titles online up to and including 31st July 2020. These virtual readings may be streamed live via digital platforms, or if recorded, posted in closed educational platforms. If a closed platform is unavailable, recorded videos of readings may be uploaded to YouTube as long as they are marked "Unlisted". Do let us know what you're doing by emailing pressoffice@euk.egmont.com so we can help you spread the word on social media.

If you are an author who has received a request from an educator, bookseller or librarian to read your book online:

We are extending the ability to our authors and illustrators to grant permission to teachers, booksellers librarians to read their titles online up to and including 31st July 2020. These virtual readings may be streamed live via digital platforms, or if recorded, posted in closed educational platforms. If a closed platform is unavailable, recorded videos of readings may be uploaded to YouTube as long as they are marked "Unlisted". We ask that you ask the requestor to do the following, as conditions of this grant of permission:

- Mention the title of the book and the name of the author and/or illustrator as part of the video and that the reading is done with permission from Egmont Books
- Email the following information to pressoffice@euk.egmont.com :
 - ✓ Name and address of the library, school or shop
 - ✓ Title, author and ISBN of the book that is read
 - ✓ Contact information for the individual responsible for the reading
 - ✓ The platform (whether this is educational, social media or other) where the video will be posted or the live event will take place as well as a link to the video or live stream.
- Delete uploaded videos or, in the event the applicable platform does not permit deletion, disable access to uploaded videos, by the end of the local school year

If you are an educator or librarian who would like to read an Egmont book online:

We are granting permission to educators, booksellers and librarians to read Egmont Books titles online, on video up to and including 31st July 2020. These virtual readings may be streamed live via digital platforms, or if recorded, posted to closed educational platforms. If a closed platform is unavailable, recorded videos of readings may be uploaded to YouTube as long as they are marked "Unlisted". We ask that any educators or librarians performing or posting readings please do the following, as conditions of this grant of permission:

- Mention the title of the book and the name of the author and/or illustrator as part of the video and that the reading is done with permission from Egmont Books
- Email the following information to pressoffice@euk.egmont.com :
 - ✓ Name and address of the library or school
 - ✓ Title, author and ISBN of the book that is read
 - ✓ Contact information for the individual responsible for the reading
 - ✓ The platform (whether this is educational, social media or other) where the video will be posted or the live event will take place as well as a link to the video or live stream.
- Delete uploaded videos or, in the event the applicable platform does not permit deletion, disable access to uploaded videos, by the end of the local school year

If you are a bookseller who would like to stream a live online reading of an Egmont book:

We are granting permission to booksellers to stream live readings of Egmont Books titles online through to the end of the school year. For clarity, we are not granting booksellers permission to post recorded readings of our titles online. We ask that any booksellers performing live readings please do the following, as conditions of this grant of permission:

- Mention the title of the book and the name of the author and/or illustrator as part of the video and that the reading is done with permission from Egmont Books
- Email the following information to pressoffice@euk.egmont.com :
 - ✓ Name and address of the shop
 - ✓ Title, author and ISBN of the book that you intend to read
 - ✓ Contact information for the individual responsible for the reading
- Delete any archival copies of the reading that the applicable digital platform may have stored

If your request does not fall into any of the categories listed above, you can contact us on pressoffice@euk.egmont.com and we'll try to respond as soon as possible.

Please note that Egmont UK can request the content to be taken down at any time, even if permission has been granted before. For example, if it becomes apparent the content has been created to improve a person's social media presence with the intent to monetize in the future.

Paid content

The guidelines above apply only to content that is supplied **free of charge**. Should you wish to charge for access to and/or use of the recordings, you must contact pressoffice@euk.egmont.com prior to any action being undertaken. Please be advised that this would require a formal agreement which may not be granted.