

Our strategic approach

COPY
RIGHT
LICENSING
NEW ZEALAND



Let's do the right thing

Our approach

Experts

Our **expertise** helps everyone get it right when it comes to rights

Simplify

Our technology and approach makes the rights process **easier**

Empower

We **empower** both creators and users of rights to get full value from them

Our future

Rights - Services that enable New Zealand creators to record and manage their copyright, be paid when their work is used by others and advocate for © that works for New Zealand creators.

Licence - Generating revenue for rightsholders through services that are efficient and accessible for licensees.

Promote - To support our creative people by providing information on rights and licensing that makes doing the right thing easy.

Develop - We are an organisation that people want to work for and work with, constantly looking to improve in all aspects of our business.

Our purpose

*Making creative rights work
for all New Zealanders*