



newspaper licensing agency

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## eClips International

### Production Detail

#### FAQs

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#### **When can I expect complete delivery of content?**

Target delivery times (London time):

	First edition	Subsequent editions
Mon-Fri	01:00	04:00
Sat-Sun	02:30	05:30

#### **Is there anything on a book level I should expect NOT to receive?**

Yes. For regular supplements please refer to the “Excluded material” section of the NLA Content List for detail. This can be found here:

<http://blog.nla-eclips.com/documentation/>

For ad-hoc supplements, where the publisher does not have rights to the material printed, the NLA will not receive the content. Notification of this will be logged on the Client Support Tools.

### **Is there anything on an article level I should expect NOT to receive?**

Yes. Please refer to the Clipping Guidelines for detail. This can be found here:

<http://blog.nla-eclips.com/documentation/>

Briefly:

- Advertisements
- Puzzles unless a competition
- Weather charts and maps
- TV and Radio Listings
- Newspaper contact details
- Some league tables
- Share prices
- Section heads

### **What constitutes a valid request for article reprocessing?**

Any malformed clipping or missing article that falls within the Clipping Guidelines.

We cannot reprocess client specific requests.

### **How long can I expect a reprocessing request to take?**

The target completion time for reprocessing requests is set to a rolling hour. E.g. If you send a request at 01:10 London time it should be completed by 03:00 London time, or if sent at 04:50 London time it should be completed by 06:00 London time, etc.

The length of time it takes generally depends on the complexity of the request. Average turnaround times are generally from 5-30 minutes.

The only exception to this is from 04:00-23:00 London time on Sundays. Our production facility is unstaffed during these hours so any request sent during this time will be reprocessed from 23:00 London time onwards.

### **An article has a headline but no body text**

This occurs when the text in the article is received as an image from the publisher and commonly affects reader offers. Unfortunately we have no way of extracting the text at this stage, so such articles should not be sent for reprocessing though you may wish to escalate them to Client Services if you are unsure as to whether or not the clipping is image-only.

## **How do I use the Client Support Tools?**

### eClips Unavailable Pages List

Missing pages/books/titles are logged on the Unavailable Pages List under four categories:

#### **Publisher delivery failure**

Pages/books/titles are logged as unavailable due to 'Publisher delivery failure' when the content is expected to be received but is not sent by the publisher. Overnight production staff escalate the content as missing to publishers and update the unavailable pages list accordingly by listing the content as recovered, if and when it is received. If the pages/books/titles are still missing by 9am the publisher is chased by UK NLA staff.

#### **Could not be processed**

Pages/books/titles are logged as 'Could not be processed' if the content sent by the Publisher cannot be opened. Overnight production staff escalate this to publishers and update the unavailable pages list accordingly by listing the content as recovered, if and when they receive processable content. If the pages/books/titles are still unavailable by 9am the publisher is chased by UK NLA staff.

#### **Received as image only**

Pages and books are logged as 'Received as image-only' if text cannot be extracted from them. On rare occasions, Publishers will send whole, non-regular supplements in this way. Unfortunately there is currently no way of extracting this text and therefore there will be no updates to the List and the content will remain unrecovered.

#### **Publisher does not have rights**

Books are logged as unavailable due to 'Publisher does not have rights' when the content is not sent by the Publisher as it does not have the rights to it. This content will always remain unrecovered.

## **Images appear to be poor quality**

According to publisher requirements we are obliged to degrade images to 72 dpi.