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Motion Picture Licensing Corporation
imPRESSions

Hottest ticket in town

ADA negotiates reduced-rate license to show movies in practice

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By Kelly Soderlund

Waiting for a dental appointment just got more entertaining for patients of ADA member dentists.

Through an agreement with the Motion Picture Licensing Corporation, ADA members can obtain a reduced-rate license to legally show movies and other audiovisual programs in their waiting rooms and exam rooms. Dentists who purchase the Umbrella License have access to a wide array of movies, popular children's programs, educational documentaries and other audiovisual content to show in a copyright compliant manner.

"As technology changes, so does the dental office," said Dr. Maxine Feinberg, ADA president. "It used to be that the patient sifted through magazines as they waited for their dental appointment. Now, dentists have the opportunity to entertain their adult and children patients with movies and educational programs without violating copyrights."

Movies are available from more than 650 Hollywood studios, independent, special interest, children-related and foreign producers. Once dentists secure a license, they can rent or buy movies to play without any further reporting.

"Movies and short programs have proven to be a simple and fun way to entertain patients of all ages, both in waiting and treatment rooms," said Sal Laudicina, president of the Motion Picture Licensing Corporation licensing division. "The Umbrella License is a convenient and comprehensive copyright compliance solution that provides a wide array of program possibilities for dentists serving a variety of clientele. Once licensed, ADA members gain the peace of mind to show the type of movies and programs children and adults know and love, in accordance with federal law."

According to the U.S. Copyright Act, copyrighted motion pictures and other programs that are available for rental or purchase, in any legal format, are intended for personal or private use only. Exhibitions outside the home, such as within a dental office, require a public performance license even if an admission fee is not charged or regardless of whether the exhibitor is a for-profit or nonprofit organization.

"This is a fantastic member benefit," Dr. Feinberg said. "Our ultimate goal as dentists is to provide a fantastic patient experience and that starts the moment a patient walks in the door."

To purchase a license, visit the members only page, ADA.org/mplc.

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