



b@s videochallenge

Tips for legal requirements (copyright, filming permit)

B@s videochallenge
A BCG INITIATIVE

Copyright



Use creative Commons work

You can find them, e.g., here: <https://search.creativecommons.org/>

→ **Please note:** Content under a free license may be free of charge, but information about the author is still generally required. More information: <https://creativecommons.org/licenses/?lang=de/>

Always ask the author if you want to use materials without a Creative Commons license.

Use photographs, graphics, or drawings you made yourselves

→ **Please note:** Observe a person's right to their own image and do not show any protected brands, designs, or private property.

Use official logos, images, and video material of the company you are analyzing. Prerequisite: The company owns the copyright to the material.

TIP: Ideally, indicate all license information directly at the lower edge of the video. Of course, you don't need to indicate your own material.

Don't violate copyright: Images, videos, music, GIFs, etc. (also emojis, maps, elements from television shows, etc.) are copyright-protected. You may not use them without permission from the copyright holder.

Don't violate the right to one's own image.

If people are recognizable in images, drawings, videos, etc. they must have agreed to the use of their image. Also take care when using pictures of celebrities!

Don't use purchased music. Purchasing a song does not authorize you to use it in a video.

Don't film in a building or on a company's premises without a permit.



Don'ts

B@S videochallenge

A BCG INITIATIVE

Hogan
Lovells



You want to film on private property or in buildings, or record people (outside your own team)?

Use the templates for filming permits and consent forms on our website.

<https://videochallenge.online/de/faq>

Filming permit

for a video contribution to the "b@s videochallenge" competition

I/we hereby permit the use of the locations listed below for filming work to create a video contribution to the "b@s videochallenge" competition for the educational initiative business@school of the international management consultancy Boston Consulting Group.

Filming day/date: _____

Address of the filming location(s): _____

I/we furthermore consent to the publication of the result context of the competition on the website www.videochallenge.online channels of the competition host, The Boston Consulting Group, and involved in all offerings, print formats, and social media portals, e.g., YouTube, Facebook, Instagram, etc., as well as to its unrestricted digital and analog use.

Place, date: _____

Holder of domiciliary rights: _____

Signature: _____

www.videochallenge.online

Declaration of consent

for a video contribution to the "b@s videochallenge" competition

_____ (Name of the student[s])

_____ (Address)

_____ – hereinafter referred to as "Author" –

and

_____ (Name of the contributor[s])

_____ (Address)

_____ – hereinafter referred to as "Contributor"

The Author shall produce a contribution to the competition "b@s videochallenge" for Boston Consulting Group's educational initiative business@school.

1. The Contributor grants the Author—without prejudice to indispensable moral rights—permission to use the contribution made with his/her collaboration in whole or in part free of charge and without restrictions in terms of space or time.
2. The Contributor furthermore consents to the publication of the resulting contribution in whole or in part in the context of the competition on the website www.videochallenge.online and in communication channels of the competition host, The Boston Consulting Group GmbH, and of the companies analyzed during this year's competition and involved in the prize awarding (such as online offerings, print formats, and social media portals, e.g., YouTube, Facebook, Instagram, etc., as well as to its unrestricted digital and analog use).
3. The Contributor declares that there are no rights of third parties preventing his/her contribution.
4. Any changes and additions must be in writing. No verbal agreements or ancillary agreements have been made or are valid.

Place, date: _____

Contributor's signature: _____

I/we agree to the regulations agreed in sections 1, 2, and 4:

Parent or guardian's name and signature (for minors):

Name: _____ Signature: _____

www.videochallenge.online

BUSINESS @ SCHOOL

A BCG INITIATIVE

BUSINESS@SCHOOL – A BCG INITIATIVE
Ludwigstraße 21
80539 Munich • Germany

Phone: +49 89 2317 40
<https://videochallenge.online>

