

PRESS RELEASE

AVLA LICENCE - SETTLEMENT WITH BRITANNIA HOTELS

London, 26 August 2025 - AVLA and Britannia Hotels confirm that they have reached an extrajudicial settlement of copyright infringement proceedings raised by AVLA in the Court of Session, Edinburgh under s.20 of the Copyright Designs and Patents Act 1988. The terms of settlement include the agreement by Britannia Hotels to enter the AVLA Licence for all of the hotels they operate in the UK.

Audiovisual Licensing Alliance (AVLA) Limited is a UK not-for-profit licensing body established by the community of audiovisual creatives, including producers, authors, performers, directors, and visual artists. Recognised and monitored by the UK government, AVLA manages a vast repertoire that spans films, series, documentaries, cartoons, and other shows regularly broadcast on the major national television channels and beyond.

Hotels, aparthotels, serviced apartments, B&Bs, and similar establishments are legally required to obtain an AVLA licence if they provide guests with access to TV channels featuring audiovisual content from AVLA's repertoire. This requirement applies both to televisions in bedrooms and in communal areas, such as restaurants or bars. Operating without the licence constitutes a legal infringement of the rights of the creators AVLA represents.

Max Rumney, Co-Chair of AVLA, stated:

"Respecting copyright laws is crucial not only to avoid legal or reputational risks, but also to support creators. As a not-for-profit organisation, AVLA distributes the vast majority of licence fees directly to the rightsholders we represent. In an industry that normally operates on a project-driven basis, this contribution is key to ensure that the talent required for ground-breaking British content remains and continues to be significant contributors to the UK economy."

Hotels that prioritise compliance demonstrate their commitment to ethical business practices and respect for intellectual property rights. We encourage businesses that have yet to obtain an AVLA licence to contact our team and regularise their position to avoid legal risks and higher costs."

For media enquiries please contact secretariat@avla.uk