



The new Airbus licence set

DEFENCE AND SPACE

AIRBUS

Discover the current Airbus licence set:

Licences in a nutshell:
use rights & prices

1

- a) Main licences
- b) On-demand licences

Understand the main elements of our licence framework:

The Parties

2

- a) The parties: Overview
- b) The End-User
- c) The Reseller
- d) The End-User's customers

Transforming the Airbus Product

3

- a) Overview
- b) The Airbus PRODUCT
- c) VAP
- d) DW
- e) EXTRACT
- f) BACKGROUND LAYER
- g) MEDIA IMAGE

Internal & External use rights

4

- a) Overview
- b) Internal use rights
- c) External distribution rights

1 Licenses in a nutshell: use rights & prices

1 Licenses in a nutshell: use rights & prices



a) Main Licences

Those are the licences applicable to most use cases.

They do not require any prior validation from our side.

	List Price	List Price	+30%
	STANDARD	BACKGROUND LAYER	STANDARD + BACKGROUND LAYER
End-User Internal use rights	View, copy, process (VAP, DW, ...), share internally		
End-User External distribution rights			
PRODUCT & VAP			
DERIVATIVE WORK			
EXTRACT			
BACKGROUND LAYER			

1 Licenses in a nutshell: use rights & prices



b) On-demand Licences (1/2)

Those are licences
applicable to specific
use cases.

Should you need one of
those licences, please
get in touch with our
customer care team.

STANDARD Multi End-Users

Internal use rights

View, copy, process (VAP, DW, ...), share internally

External distribution rights

Same as STANDARD licence

Specific rights

END-USER can share the Airbus
PRODUCT and any transformed output
with its AFFILIATED END-USERS

All end-users shall work on a specific JOINT
PROJECT, declared in the order form
and accepted by Airbus

1 Licenses in a nutshell: use rights & prices



b) On-demand Licences (2/2)

Those are licences
applicable to specific
use cases.

Should you need one of
those licences, please
get in touch with our
customer care team.

	MEDIA	ACADEMIC	TECHNICAL EVALUATION
Internal use rights	View, copy, process, (VAP, DW, ...), share internally	academic purposes only	For technical evaluation purposes only
External distribution rights	MEDIA IMAGE	DW and EXTRACT for academic purposes only	None

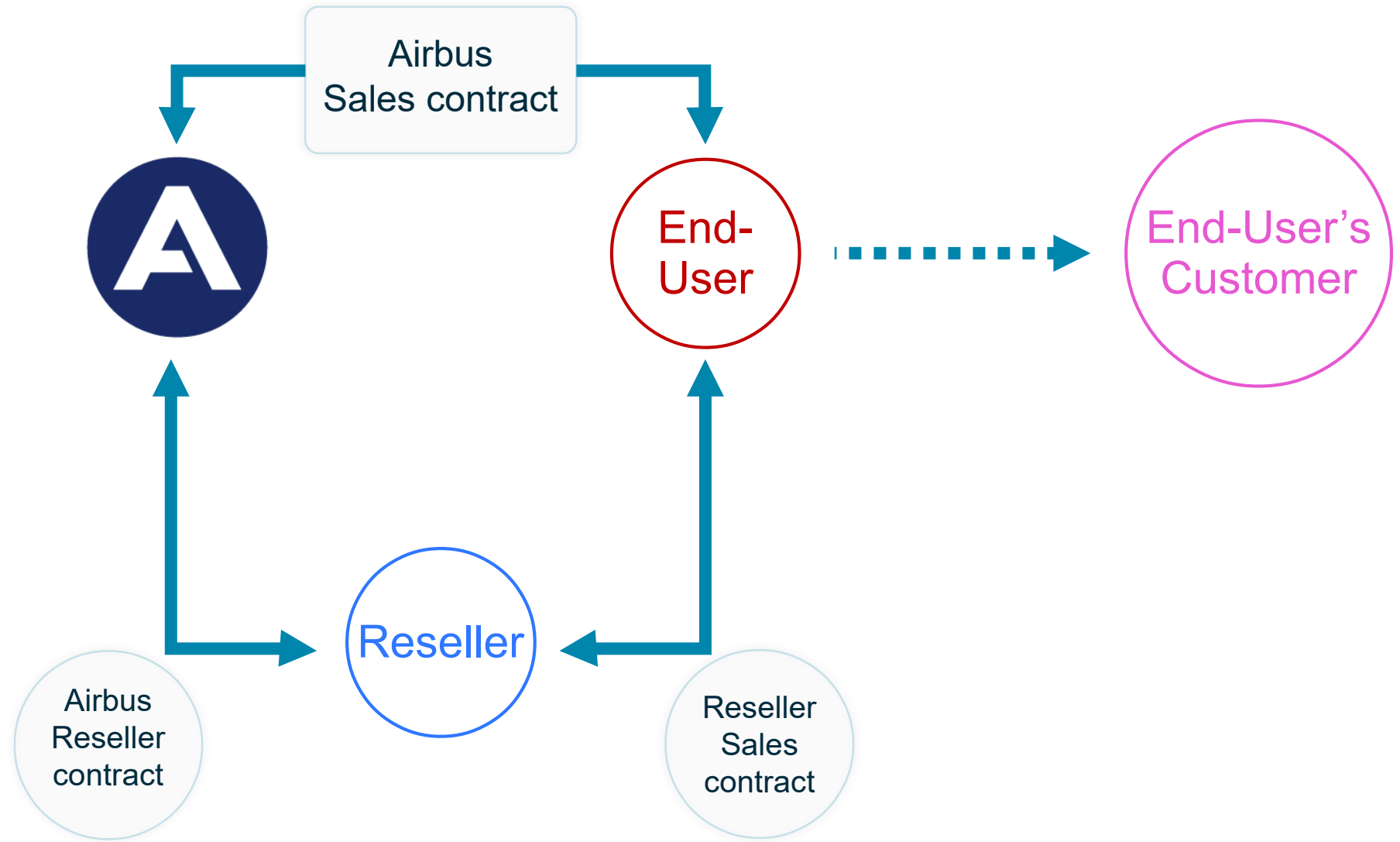
2 The Parties



2

The Parties

a) Overview

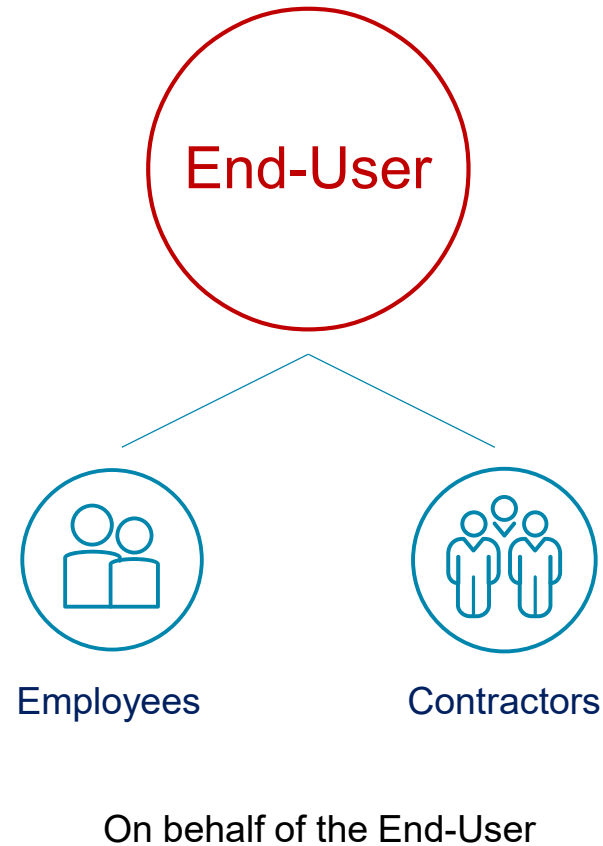




2

The Parties

b) The END-USER



END-USER

The END-USER is the unique legal entity that enters into the License agreement with Airbus

- Private entities: Includes all fully-owned branches and offices of the company in its country of residence
- Public entities and international organisations: limited to the entity located at the address to which the product is supplied

The END-USER is liable for the respect of the license by all its workforce.

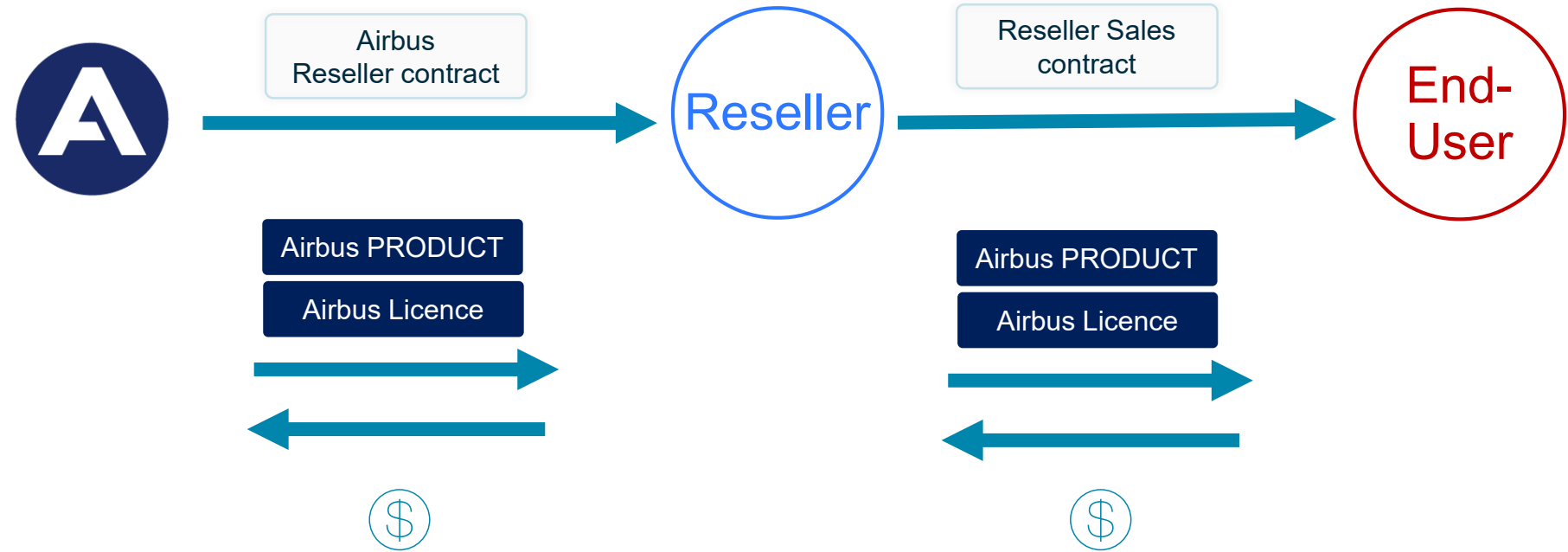
Contractors are allowed to use the Product, as they work on behalf and for the benefit of the End-User. (just like an employee)



2

The Parties

c) The Reseller



The RESELLER is a commercial entity that is allowed by Airbus to distribute Airbus Products and Licenses on its behalf

RESELLERS have

- Signed a specific contract with Airbus
- Cleared the Airbus Ethics and Compliance process

RESELLERS can distribute to the End-User the Airbus original Product And/or Any transformation done to the Airbus Product

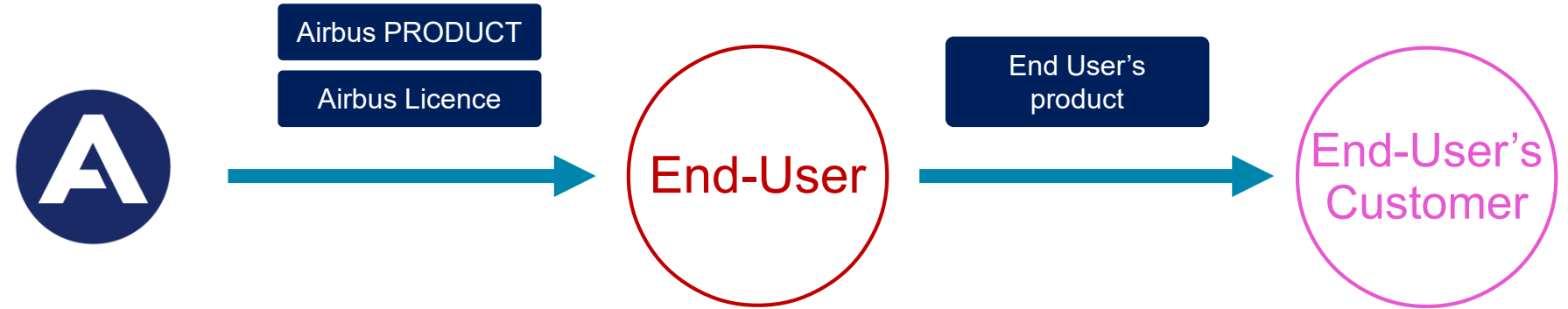
End-User is granted all the license rights over the Airbus Product



2

The Parties

d) End-User's customers

**End-User's customer**

- are provided by the End-User with a product that is derived from an Airbus PRODUCT
- have no direct contractual relationship with Airbus: they are neither an End-User nor a Reseller

End-User's customer

- Shall not have access to Airbus data
- Shall not be granted any use rights over Airbus Data
- Under some specific conditions, they can visualize the Airbus Data embedded in the End-User's product

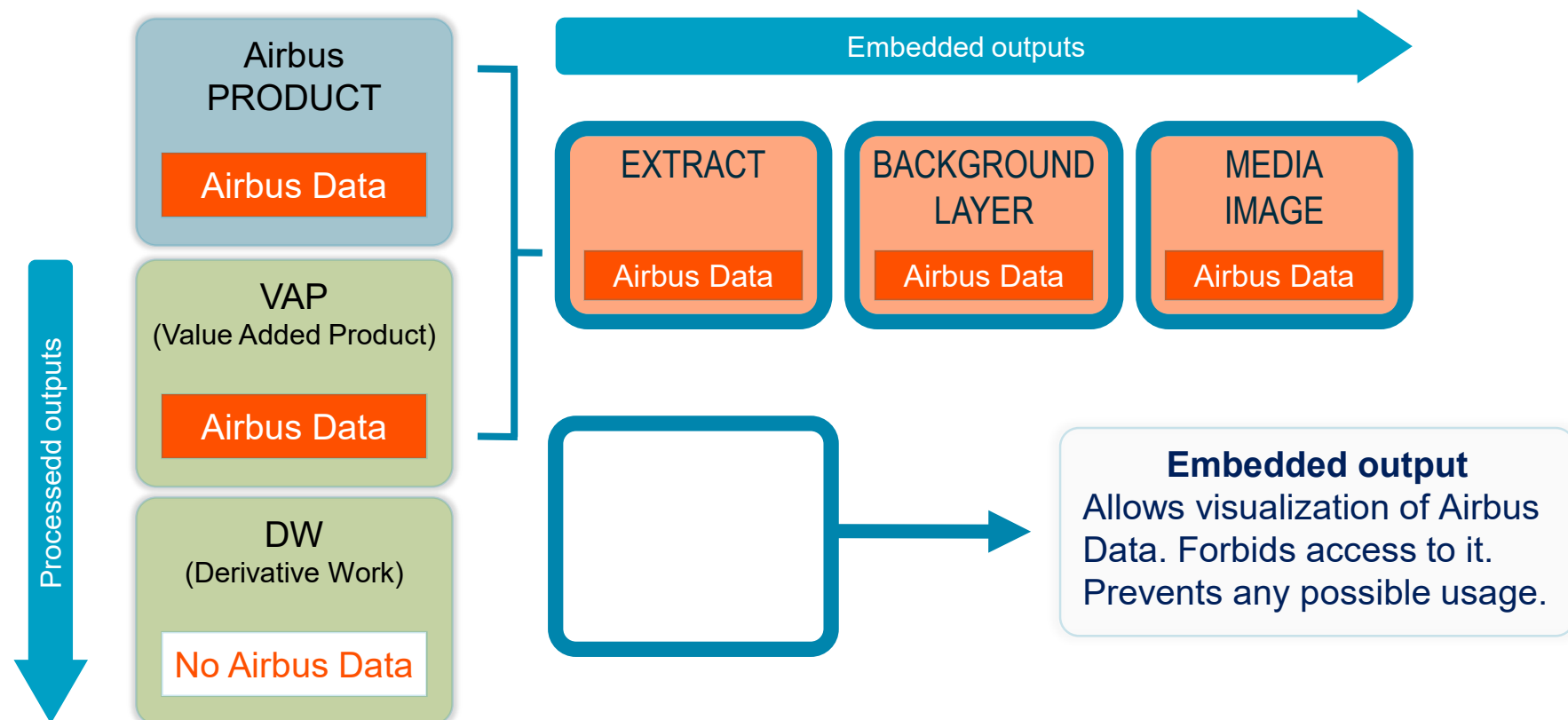
3 Transforming the Airbus Product



3

Transforming the Airbus Product

a) End-User's output overview





3

Transforming the Airbus Product

b) The Airbus Product

DEFINITION

PRODUCT

Is the original set of data supplied by Airbus.

Airbus PRODUCT

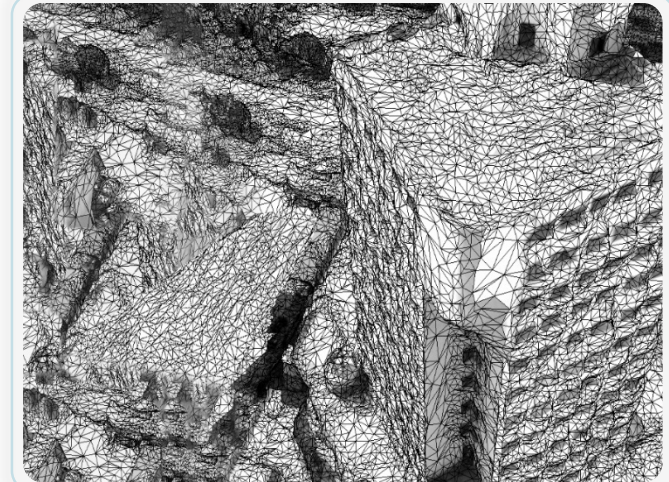
Airbus DATA

EXAMPLES



An image or set of images

- Captured with an Airbus sensor (Pléiades Neo, Pléiades, TSX....)
- In any format: primary, ortho, mosaic, ...



An elevation model produced by Airbus

Transforming the Airbus Product

c) VAP (Value Added Product)

DEFINITION

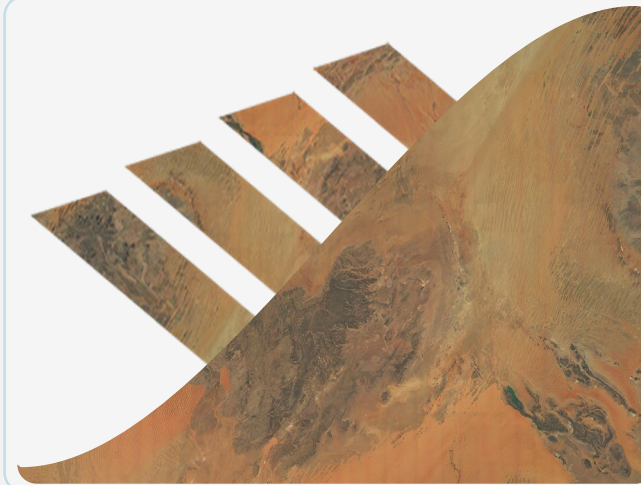
VAP: an output processed by the End-User that

- still contains data from the original Airbus Product
- Is reversible – in part or in whole

VAP
(Value Added Product)

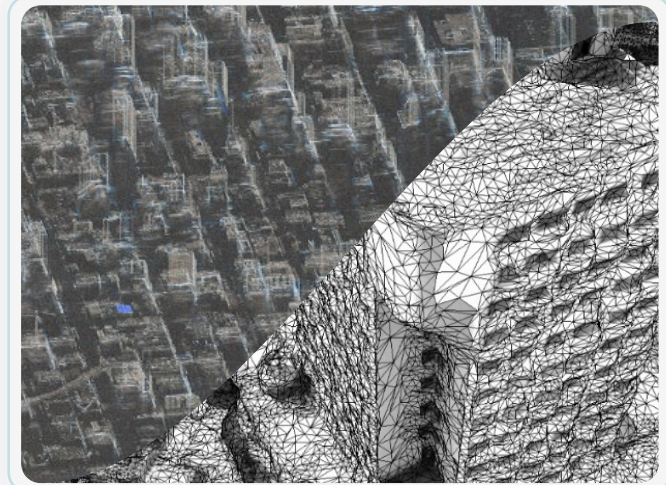
Airbus DATA

EXAMPLES



Ortho images made by the End-User from an Airbus Primary image

Mosaic made by the End-User from a set of Airbus Ortho images



By express exception, any Elevation Model made by the End-User from a set of Airbus Optical or Radar images is considered as a VAP.



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Transforming the Airbus Product

d) DW (Derivative Work)

DEFINITION

DW: an output processed by the END-USER that:

- No longer contains any data from the original Airbus PRODUCT
- is irreversible
- is uncoupled from the PRODUCT

DW
(Derivative Work)

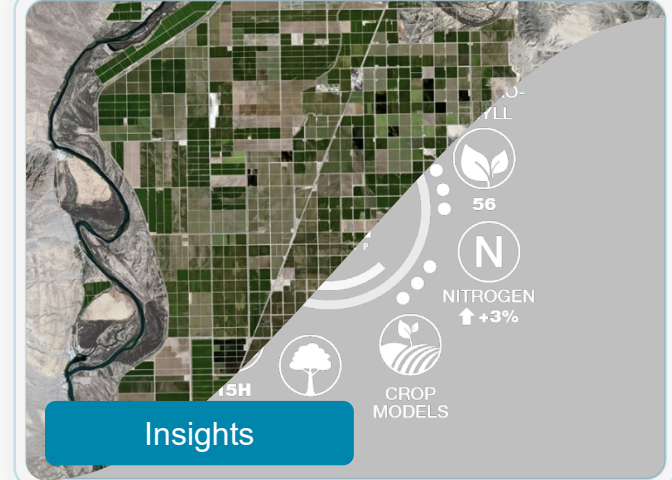
No Airbus Data

EXAMPLES



Street map produced by the End-User

Building footprint map produced by the End-User



Agriculture, financial or economic indices produced by the End-User

Intelligence report produced by the End-User



3

Transforming the Airbus Product

e) Extract

DEFINITION

EXTRACT

- Is a small extract of Airbus raster data (Pixels/ elevation, 2048*2048)
- is embedded into the End-User's page (Web page, printed, pdf...)
- Illustrates other End-User data
- Can only be visualized by the END-USER's customers



EXTRACT

Airbus Data

EXAMPLES



Small image embedded into an intelligence PDF report, to back-up the analysis



Small, fixed image embedded into a website to illustrate an information



3

Internal use
Rightf) Background
LayerDEFINITION**BACKGROUND
LAYER:**

- Is a dynamic layer (zoom, span) of Airbus raster data (Pixels/ elevation)
- is embedded into the End-User's Application
- Provides context to other End-User's data layer
- Can only be visualized by third parties

**BACKGROUND
LAYER**

Airbus Data

EXAMPLES

Background layer embedded
into a smartphone application



Background layer embedded
into an offline control room
(offline)



3

Internal use
Right

g) Media

DEFINITION**MEDIA IMAGE:**

- Is an extract of Airbus raster data (Pixels/ elevation)
- is embedded into the End-User's Medias
- Provides support to the End-User's publication
- Can only be visualized by third parties

MEDIA
IMAGE

Airbus Data

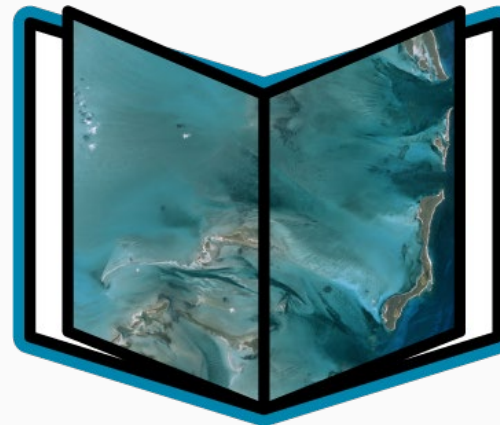
EXAMPLES

Image printed in magazine
for advertising purposes



Image broadcast into
a TV news report

4 Internal & External use rights



4

Internal & External use rights

a) Grant of licence:
Internal use rights,
External
distribution rights



Internal Use Rights

Describes what the End-User (and all its employees working on its behalf) is allowed to do for internal purposes

External distribution rights

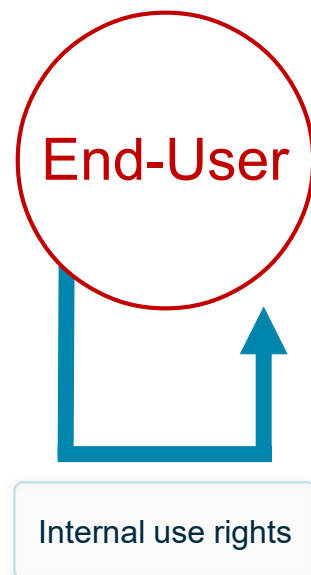
Describes which processed or embedded outputs from the original Airbus Product the End-User is allowed to distribute to 3rd parties



4

Internal & External use rights

b) Grant of licence: Internal use rights deep dive



Internal Use Rights

Anyone working on behalf of the End-User can:

- View
- Copy
- Transform
- share

The Airbus data with anyone working on behalf of the End-User



4

Internal & External use rights

c) Grant of licence: External distribution rights deep dive

