

MAGNITUDE

LICENSING FRAMEWORK SUMMARY

A transparent, tier-based licence model for 3D location scans.

Every asset on Magnitude is licensed - never sold outright. A Magnitude licence grants the non-exclusive right to use a specific asset for a specific purpose, in a specific territory, for a specific duration. The framework below applies platform-wide; pricing is set per asset by the uploader.

The eight licence tiers

Choose the tier that matches your intended use. Pricing ranges below are typical industry figures shown for orientation only - actual prices are set per asset by the uploader.

Editorial - typically £100 to £500

News, documentary, editorial journalism and non-commercial news media. Print, broadcast and online editorial contexts where the use is reporting on, illustrating, or commenting on real events.

Permitted

- + News reports, current-affairs broadcasts, op-eds
- + Documentary features and series (factual)
- + Editorial articles and magazine spreads
- + Journalistic social posts citing the asset in context

Excluded

- Advertising, marketing or sponsored content
- Political campaigns and product endorsements
- Use as a brand-led or commercial creative asset

Film & TV - typically £500 to £5,000

Use within scripted and unscripted productions for cinema, broadcast television and streaming platforms. Includes use as a virtual location, plate, background, or visual element within a finished programme.

Permitted

- + Feature films, drama, scripted series, documentaries
- + Streaming originals and broadcast TV
- + Virtual production plates and LED-volume use
- + Promotional clips and trailers for the production

Excluded

- Advertising spots, brand films, sponsored content

- Video games or interactive experiences
- Re-sale of the asset to third parties

Advertising & Commercial - typically £750 to £10,000

Brand campaigns, commercial spots, marketing collateral and any use that promotes a product, service or brand. The most permissive tier for paid media.

Permitted

- + TV, online and out-of-home advertising
- + Brand films, social ad creative, paid posts
- + Print campaigns, billboards, sponsored content
- + Internal pitch decks for the campaign

Excluded

- Interactive video games and embedded simulations
- Training of machine learning / AI models
- Sub-licensing to other brands or agencies

Video Games - typically £500 to £5,000

Use within interactive games and entertainment software - console, PC, mobile, web and VR/AR titles. Covers shipping the asset as part of a playable build.

Permitted

- + Inclusion in shipping game builds across platforms
- + VR / AR interactive experiences
- + In-game marketing material derived from the asset
- + Indie and AAA titles, free-to-play and premium

Excluded

- Gambling and real-money gaming products
- NFT minting, blockchain trading, derivative tokens
- Use to train ML models or generate derivative scans

Online & Digital - typically £150 to £1,500

Owned and organic digital channels: websites, organic social, blogs, podcasts (visual) and digital newsletters. Not paid media.

Permitted

- + Embeds on your own website and microsites
- + Organic social posts, podcast video, blog illustration
- + Online courses and e-learning (non-commercial)

Excluded

- Paid social, search or display advertising
- Broadcast distribution or in-game integration

- Sub-licensing to clients or third parties

Education & Research - typically £50 to £500

Academic, educational and non-commercial research contexts. Lectures, university coursework, research papers, museum and gallery exhibitions where there is no commercial fee charged for the asset itself.

Permitted

- + University lectures, seminars and coursework
- + Academic papers, theses and citations
- + Museum and gallery exhibitions (non-commercial)
- + Free e-learning modules and open courseware

Excluded

- Paid courses or commercial training products
- Broadcast distribution or advertising use
- Re-distribution of the asset to students for download

Private & Internal - typically £200 to £2,000

Internal business use only. Pitching, R&D, private presentations and mood films that are not distributed publicly. Useful for agencies and productions exploring an idea before committing to a higher tier.

Permitted

- + Internal pitch decks and client presentations
- + Private mood reels, treatments and look-dev
- + R&D, previs and rights-cleared rehearsals

Excluded

- Any public-facing distribution or broadcast
- Social, advertising or marketing use
- Sharing files with anyone outside the Licensee

By Negotiation - price set per request

Anything that falls outside the standard tiers - exclusive arrangements, bespoke territories, extended durations, AI training, derivative works, or sub-licensing. Terms are agreed in writing on a case-by-case basis.

Permitted

- + Exclusive or first-look arrangements
- + AI / ML training, dataset inclusion, generative use
- + NFT, blockchain or token-gated products
- + Sub-licensing, derivative works, white-label use

Excluded

- Any use without a signed written agreement

- Use beyond the specific terms agreed
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Territory & duration

Every licence has a scope. Two dimensions apply on top of the tier you choose: where the licence is valid, and for how long.

Global - permits use in every territory worldwide, without regional restriction.

Regional - limits use to the region(s) named on the licence certificate (e.g. UK, EU, North America).

Perpetual - no expiry date. Suitable for films, archives and long-running campaigns.

1 Year - expires twelve months from purchase. Lower price point; ideal for time-bounded campaigns.

Revenue share

A location scan has two contributors: the scanner who captured it, and the owner of the location it depicts. Magnitude does not impose a fixed split. Uploaders agree their own revenue share with the location owner and configure the split on the asset. Magnitude pays out according to that configuration on every licence sale, after platform commission.

Platform commission

Magnitude takes 10% commission on every licence sold - materially lower than FAB (25%), TurboSquid (40-60% on non-exclusive) and Sketchfab (12%). The rest of the revenue flows to the uploader and any location-owner split they have configured. The same 10% applies to negotiated licences.

Contact

For bespoke, exclusive, AI-training, NFT or other negotiated licences, contact us directly. Most requests are answered within a few working days.

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