



International Case Study

Protect My Business

Anjelo Lesson – Tale Media

London, UK, Sri Lanka & Global

Tale Media Ltd. is a media production and content marketing company, specialising in video adverts for online platforms, creating unique content for businesses to uplift their brand. Since setting up in 2017 the direction of the company has shifted towards live broadcast content offering support to start up entrepreneurs and is in the process of pivoting towards a subscription business model working with a range of global partners. The company work with a range of media, business and audio engineer graduates and freelancers to make their work available online via YouTube. They have partners across the UK and are developing work in Sri Lanka.



Anjelo Lesson is the founder of Tale Media. He is an experienced audio and video producer. A business management graduate from London South Bank University, he has worked as a musician, audio engineer and model. He is Sri Lankan, living and working in London, UK; with a range of UK based and global partners.

What sort of creative entrepreneur are you?

I like to find creative ways to use media. My way of thinking is I like to use music, and video to come up with ideas for others, create income, create a unique product and for the businesses we work with to raise their profile. It needs to be creative in thinking, future focused, considering the current changes and also what could happen in the future

What does Tale Media do?

What happened when I started the business was, I was mainly focused on offering audio media production now we do live broadcasting, simulated live shows. Through doing different things we are now building up plans to offer live and pre-recorded workshops around the “Business Works” brand we have developed, linking this to a subscription based model for business owners. We are working with experts around the UK to help start ups with a range of e-learning skills sessions. E-learning a large market we can get into.

What stage is your creative enterprise at right now?

We are moving into the fourth year of business development now, at the start it was all about thinking about what I am good at and what I could do to help people with video adverts, jingles. But now the way I think about the future and how to maintain a steady flow of income and how this can be linked to the trends i.e., e-learning. We have a team around us now and I am working with a close friend who handles the technical management side of projects. Plus, we have partnerships with Change School, London South Bank University, Neil Whitehead, Open To Create... and James Watson; an AI specialist.

What did it take for you to get here?

I think it is about wanting to do this, having the drive, riding out the tough times plus having a second job, and being an international student studying in the UK and working to set up a business. I got an International Entrepreneur Visa spread across 2 years, with evidence my business was scaling and linking into bringing money in the UK economy.

Now I think the second going into the third year was tougher because the pandemic hit so all my plans and strategies were hit and did not run. I needed to work more in my second job, by doing more hours I generated more cash that enabled me to keep recording more business talk shows. This allows me to develop the idea for business workshops. I also keep a range of other smaller creative projects going to bring in cash alongside Tale Media and my second job.

What do you do to protect your business - compliance, regulations wise?

- + The thing is when I am doing online videos and adverts, also audio work we usually bill for separately for any music we write bespoke for the client and this linked to a licensing agreement for a set amount of uses in specific ways.
- + We are a Ltd Company and to run this the paperwork is key, when we are transferring the rights for the video and music we need to make sure the terms and conditions are well written, to be clear about who owns what.
- + Sometimes if the partner is very big or well-known negotiation of terms becomes more complicated and we may even need a lawyer.
- + We need to have model release forms, risk assessments on a project-to-project basis esp. During Covid we need a special assessment to keep all team safe.
- + We are a small company so this has made us think differently about where we film i.e. more filming at home

What do you do to protect your business - IP assets wise? And for your clients?

In the UK there is a great system around YouTube linked to publishing on YouTube I already gain a licence i.e. we can make it creative commons if the work is my own. When it comes to music once it is published the rights belong to me and I have rights against other's use of the music. This can be tracked through the digital imprinting when made that I made the track i.e. ownership

How do you approach contracting?

Our main thing is we have contractors, not employees, the contract was written with help of a lawyer who has specialism with starts ups. We write them pre each new project for keeping relevant and specific to each project and it's needs.

How do you deal with invoicing, credit control?

I have my own system, not yet automated system, I use a spreadsheet. I keep the records up to date and I control when I send the invoice, check the sheet to keep up with payments. I work with an accountant to support me.

How do you deal with you potential 'copycats' and/or competitors?

Not really fortunately – there have been some things that have happened i.e., some videos we have made for clients for a specific, agreed set of uses have been shared/used in other ways but I've been ok about it. In these instances, we were not super concerned, as to chase up a client for use on one or two other platforms would probably cost us more than any new fee to licence would recoup/earn for us. It is about goodwill and weighing up the effects of it up.

How do you feel social media effects / is changing the nature of IP?

The thing is I had been in the industry pre social media so when I was doing my first work with adverts, it was all TV ads. Some of the music I published ten years ago - some of the situations in social media can really benefit me i.e. tracking to see where people are playing the music. Before it was harder to track people pirating CDs. Tracking via social media is so much easier now. And the Government restrictions helps keep the likes of YouTube, Spotify more regulated so it makes using other's music harder. So, it pays to be aware of the changes going on and how they might benefit you, and any risks this poses to you as a creative when sharing content.

What has been the top advice you have taken to grow your creative enterprise?

- + You have to think differently, creative thinking is a must.
- + I meet a lot of start-ups and business owners who only focus on the money and its about more than this.
- + Look to what is happening, what is changing, what is coming up in the rapid changing environment - smaller companies have more flex to cut through.
- + It would have been easier for me now to understand the online and social media markets and how the laws effect my IP, but now I know I can link to each of the online platforms and the copyrights through each different platform.
- + Keep up on the changes on each platform you use.

What are your plans to trade globally?

We have a project in partnership with Change School to run workshops in Sri Lanka, my home country. The first thing is that cultures are different. Initially when we discussed this pilot project with officials there, we had a very clear idea of the pitch we wanted to share, but we learnt through talking to the officials what they really want.

So do not assume what you think will work. Go to the country, discuss with the target group they will tell you more than what papers, journals and research will tell you. Focus on the customer.

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Further viewing <https://www.youtube.com/c/TaleMedia/videos>

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