

# Licensing Trends

PAF Advisory Board

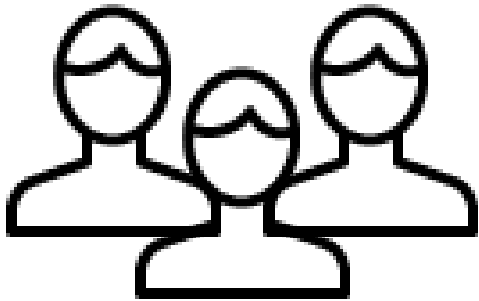


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# Headlines



4%

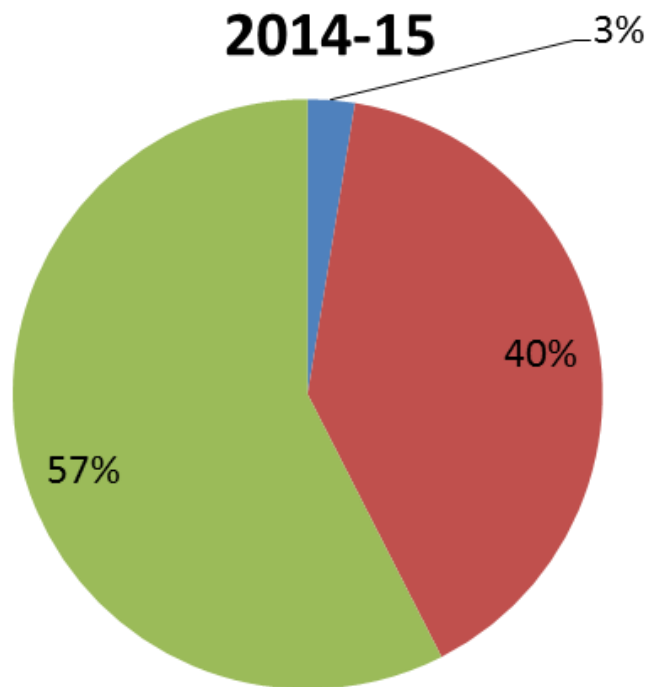


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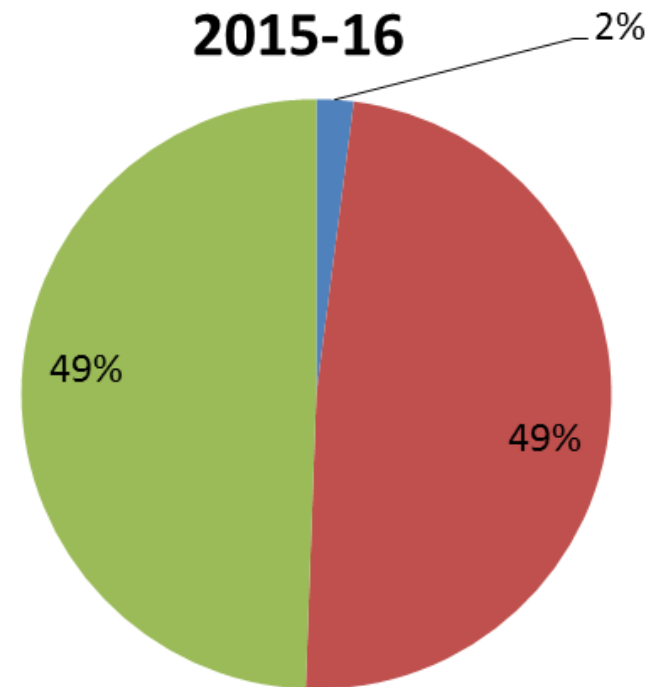
£££



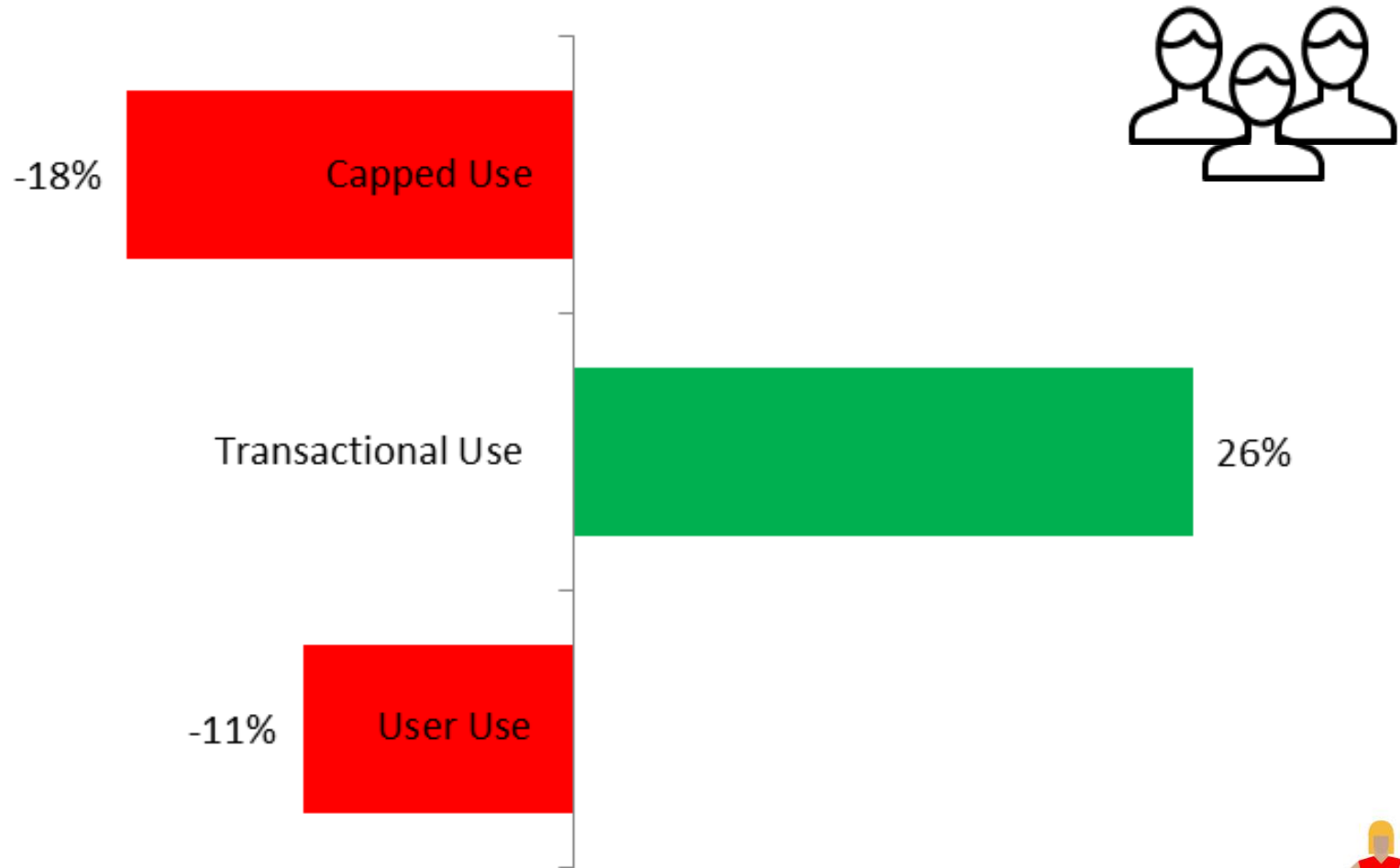
# Split of End Users



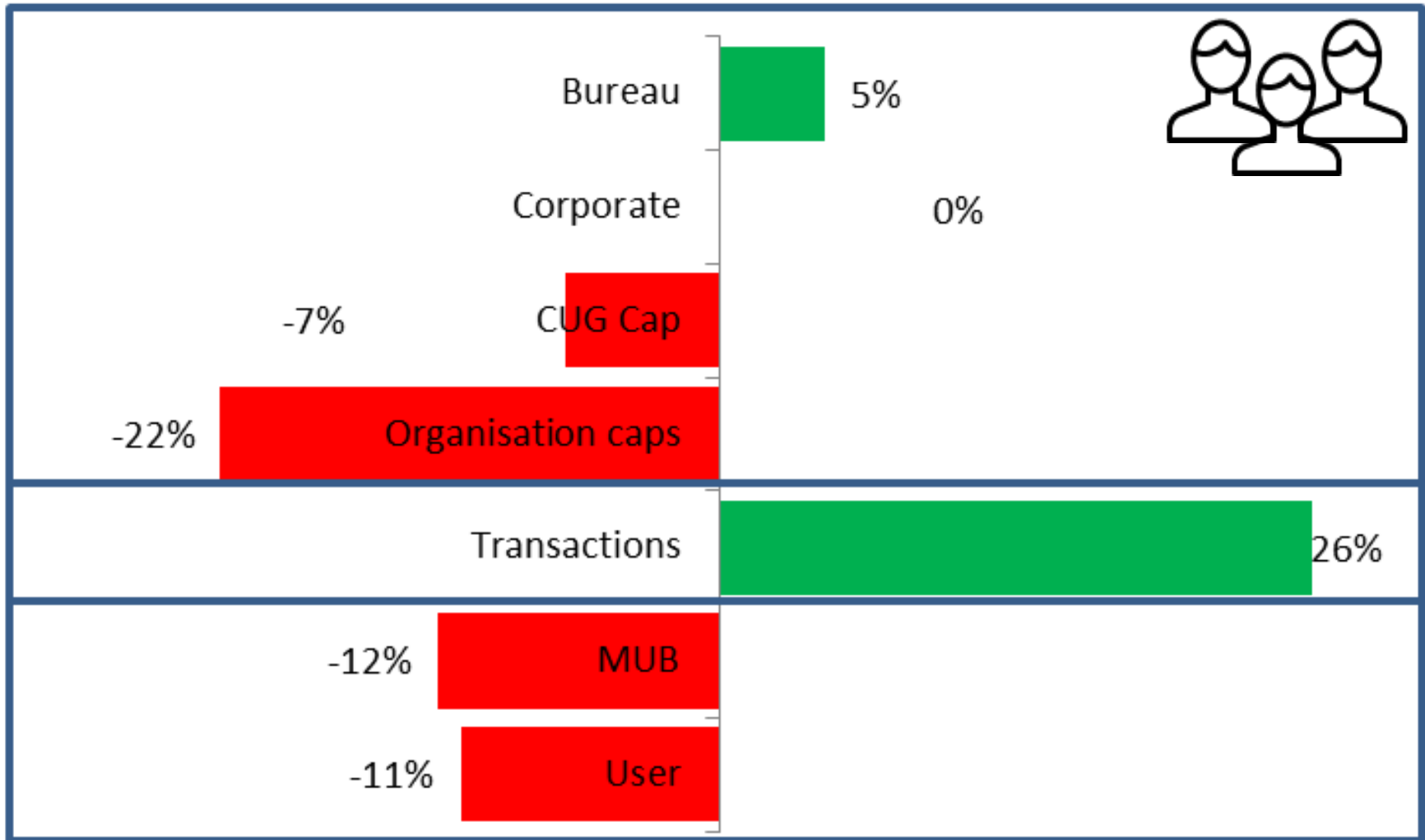
■ Capped Use  
■ Transactional Use  
■ User Use



# % change in End-Users by category

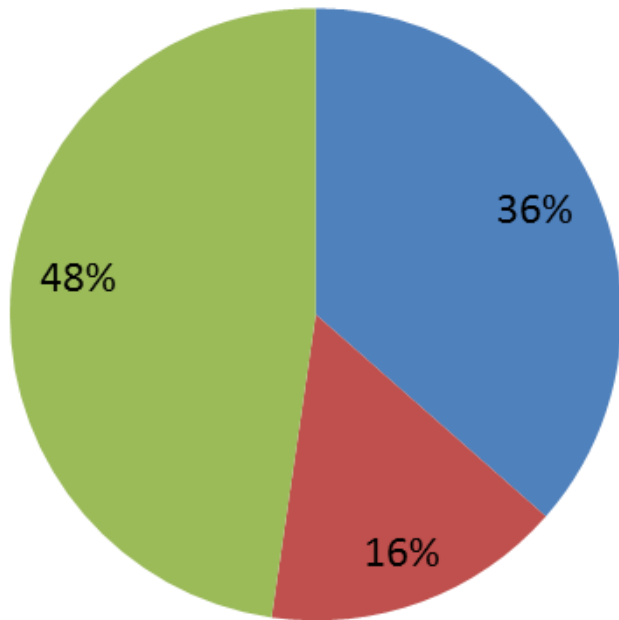


# % change in End Users in more detail



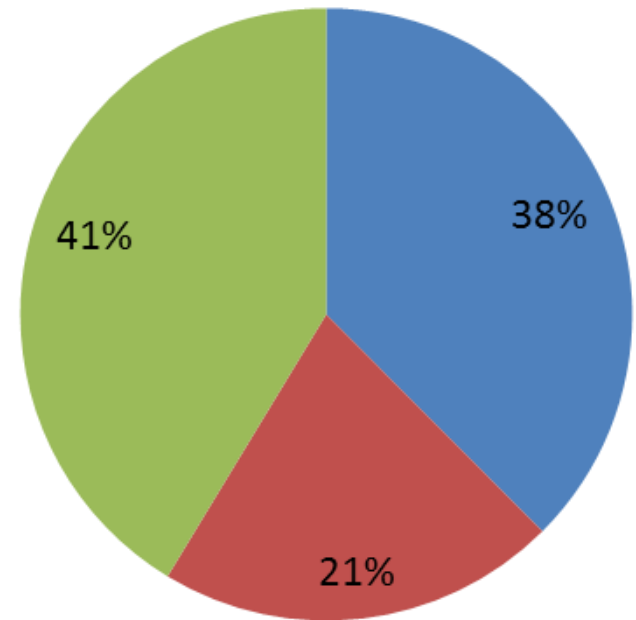
# Split of Licence Revenues

2014-15



- Capped Use
- Transactional Use
- User Use

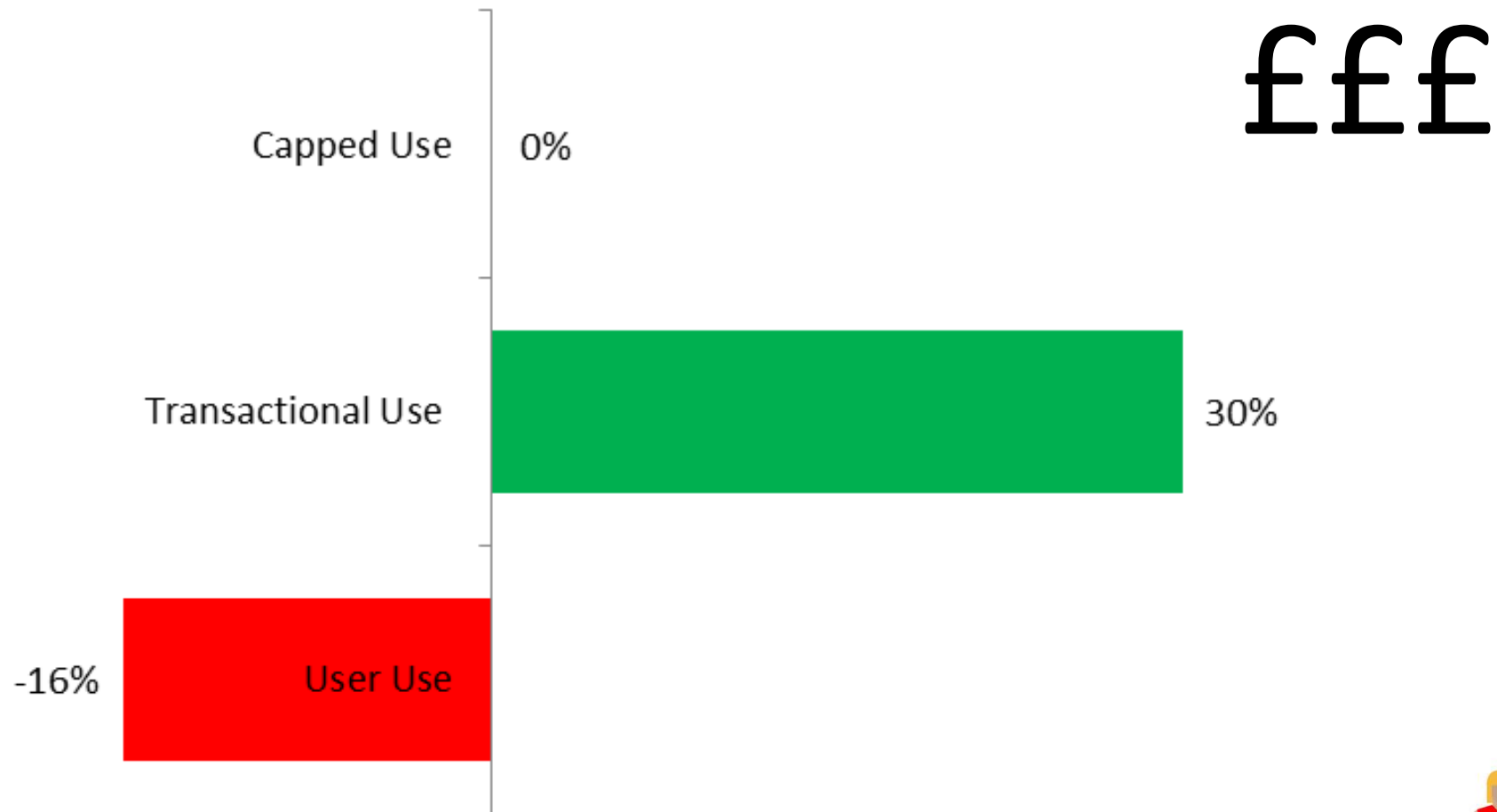
2015-16



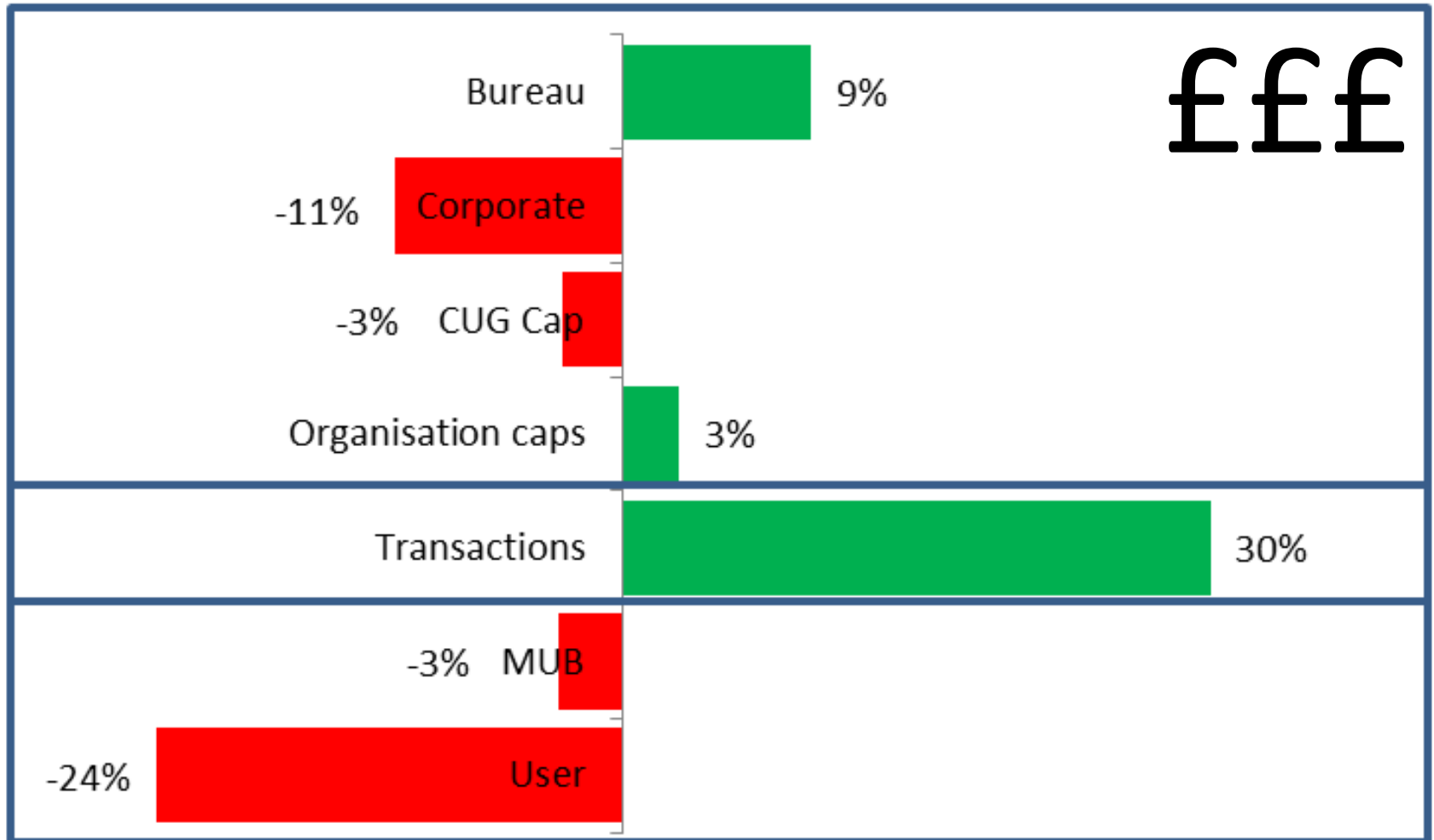
£££



# % change in Revenue by category



# % change in Revenue in more detail

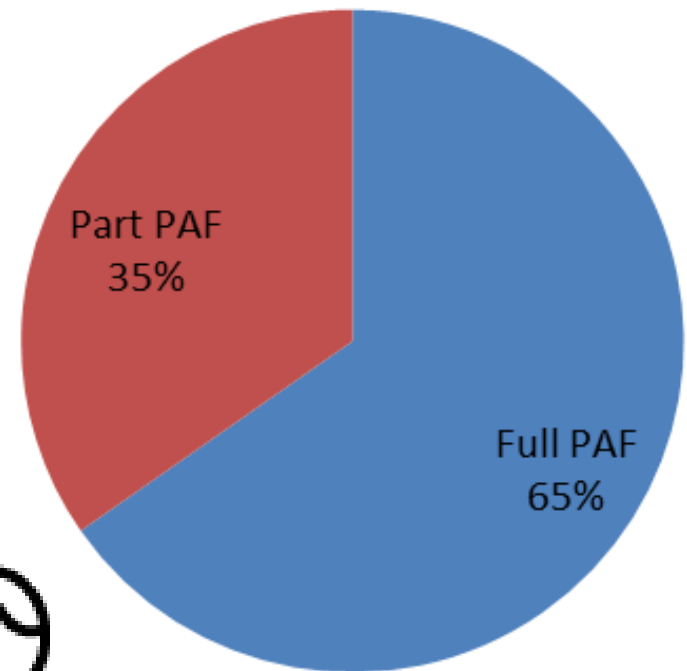
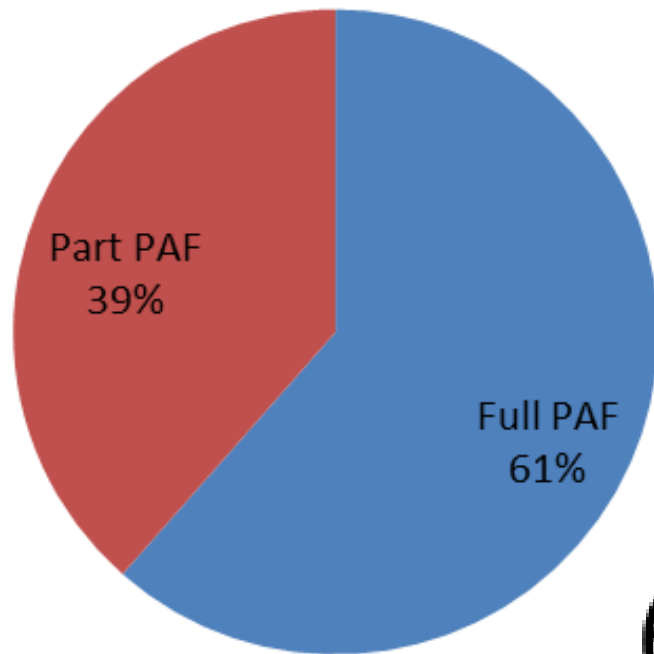




# Full PAF / Part PAF – End User split

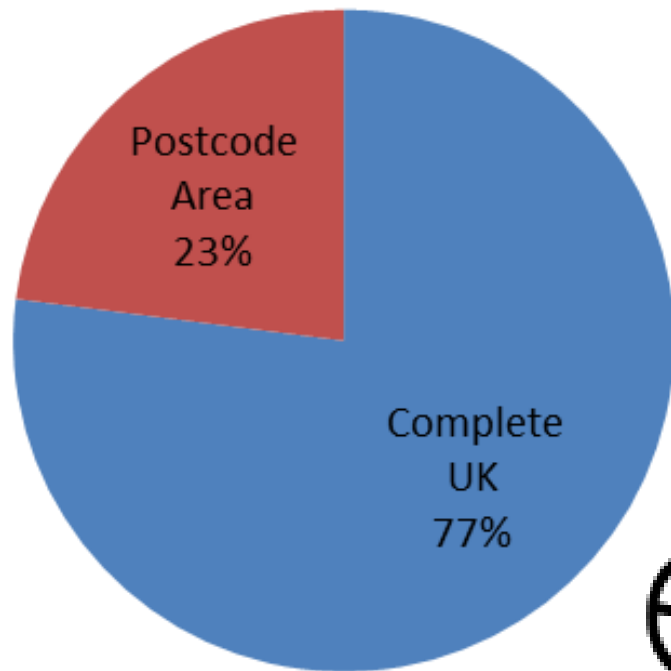
**2014/15**

**2015/16**



# Full UK / per Postcode Area – EU split

**2014/15**



**2015/16**

