

The Ludwig Casebook

A limited request to license five official publicity images
for a transparent, independent and unofficial fan archive

SITE	theludwigcasebook.co.uk
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This pack is a proposal, not evidence of permission. No requested image will be published until written approval has been granted.

Purpose, ownership and editorial position

The Ludwig Casebook is an independent fan archive about the BBC television programme *Ludwig*. It provides episode dossiers, cast and production profiles, filming-location research, puzzle commentary and programme news. It is not affiliated with or endorsed by the BBC, Big Talk Studios, ITV Studios, the programme's performers or other rights holders.

Existing safeguards

- Site-wide unofficial-fan-project notice and clear legal identity.
- Public sourcing, corrections, spoiler, accessibility, privacy and affiliate policies.
- A public image register separating original work, open-licence photography and official material requiring permission.
- A priority rights-concern route with acknowledgement within two UK working days.
- Editorial and affiliate content kept visibly and structurally separate.

Commercial boundary

Licensed programme imagery would not appear inside adverts, booking controls, retailer creative or other commercial calls to action. If preferred, every page carrying licensed imagery can be kept entirely free of affiliate links.

Five named publicity uses

The first request is deliberately narrow. Exact filenames or library references can be inserted after the rights team identifies the approved selections.

ASSET	PROPOSED PLACEMENT	DISPLAY / TREATMENT
1. Series 1 key image	Homepage and Series 1 index	Approved crop; no advertising use
2. Series 2 key image	Series 2 tracker and news	Approved crop; adjacent credit
3. Episode still A	One agreed episode dossier	Captioned editorial context
4. Episode still B	One agreed episode dossier	Captioned editorial context
5. Christmas-special key image	Special dossier and news panel	Review period to be agreed

Not requested at this stage

- Unrestricted archive access or blanket permission.
- Merchandise, print publication, paid advertising or resale.
- Social-media publication unless separately approved.
- Performer portraits, logos, video, clips or audio.

A controlled and reviewable permission

Licensee	Peter Taylor, trading as Does Your Duck Quack.
Use	Editorial display on specified pages of theludwigcasebook.co.uk only.
Rights	Non-exclusive, non-transferable permission; no sublicensing.
Territory	Worldwide web access, or a narrower territory if required.
Term	A fixed period chosen by the licensor, reviewed before expiry.
Alterations	Only approved resizing, responsive crops and accessibility treatment.
Credit	The exact supplied credit beside or immediately below the image.
Commercial use	None: no affiliate adverts, booking buttons or paid promotion.
Approval	Placement, caption, crop, size and credit submitted before publication.
Removal	Prompt temporary removal on credible concern; acknowledgement within two UK working days.

The licensor's agreement and conditions would take precedence. This summary makes the proposed boundaries explicit at the start.

What the rights team will see first

For each asset, the Casebook will provide the final page URL, asset reference, desktop and mobile dimensions, proposed crop, caption, credit, accessibility text, surrounding editorial copy and review date.

Approval sequence

- Rights holder identifies the approved file.
- The Casebook prepares a non-public placement proof.
- Rights holder reviews caption, crop, size, context and credit.
- Written approval is logged before publication.
- The public image register is updated.
- Permission is reviewed before expiry.

No implied endorsement

Placement will not imply that any rights holder, performer, photographer or venue endorses the site, its commentary, travel recommendations or affiliate partners.

Public controls available for inspection

Image licensing policy

<https://theludwigcasebook.co.uk/image-policy>

Public image register

<https://theludwigcasebook.co.uk/image-register>

Affiliate disclosure

<https://theludwigcasebook.co.uk/affiliate-disclosure>

Editorial record

<https://theludwigcasebook.co.uk/editorial>

Legal information

<https://theludwigcasebook.co.uk/legal>

Feedback and rights concerns

<https://theludwigcasebook.co.uk/feedback>

Placement preview

<https://theludwigcasebook.co.uk/rights-request>

Licensing and contractual correspondence: **contract@doesyourduckquack.com**

Editorial and urgent rights concerns: **webmaster@theludwigcasebook.co.uk**

Prepared 4 September 2026. Update this pack if the requested assets, ownership, commercial model or proposed terms change.