

„Strength through Alliance”

**PDLN Autumn Conference
Vienna, November 9th - 10th 2009**

Hotel am Konzerthaus, Am Heumarkt 35-37, 1030 Vienna, Austria

A G E N D A

Sunday 8th November

8 P.M. Evening Reception: Informal dinner at own expense

Venue: Restaurant at Hotel am Konzerthaus

Monday 9th November

Morning Session: PDLN General Assembly

- 10.00 Introduction
- Report from Executive Board
- Finance and membership fee 2010
- Election of Members of the Executive Board
- Next conference

12.30 – 14.00 Lunch

Afternoon Session: PDLN Working Groups / Members' Activities

- 14.00 PDLN Working Groups Reports:
- Business Models Working Group
- Technical Working Group – PDLN Connect Update

15.00 Coffee break

- 15.30 Technical Working Group – PDLN Connect Update (continued)

16:00 Members' Activities Update: Presentations by Members and Guests

»Spanish Developments in press monitoring«

Speaker: Eduardo Bendala, CEDRO, Spain

Info

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17:00 VISAPRESS/APImprensa, Portugal

Speaker: Carlos Reis Marques, VISAPRESS/APImprensa

Info

Publishers in Portugal have formed a new business - **VISAPRESS** - to licence press cuttings and copying. Mr Marques will inform us about the recent developments.

18:00 End

19.00 PDLN DINNER

Venue: Zwölf Apostel Keller (Details to be announced)

Speaker: Peter Kropsch (APA, EPA, MINDS)

Info

Mag. Peter Kropsch was born in Wels, Upper Austria, in 1965: Following the successful completion of his university studies he held diverse positions in the PR-sector as well as financial editor.

He started his APA career in 1996, and among many other positions he was the Managing Director of the subsidiaries APA-OTS and APA-DeFacto. In 2000, he was nominated as a member of the APA-Executive Board and in 2007 he was nominated as General Manager under the CEO Wolfgang Vyslozil.

Since the beginning of 2009, when Kropsch was appointed as Chairman of the Executive Board, he has formed the new management duo at the head of APA – Austria Press Agency- together with Konrad Tretter

He has also been Chairman of the Management Board of the agency network MINDS International since March 2009.

Tuesday 10th November

Morning Session: Partners, Web Content, Legal Issues

09.30 »Strength through alliance - a look outside the box«

Speaker: Wolfgang Nedomansky, Managing Director MINDS International

Info

MINDS International – Alliance to build strength in new media business MINDS International is a global network of leading news agencies collaborating in digitisation of media. At present MINDS consists of 17 news agencies, the network is covering all major markets in Europe as well as all Northern American States and Russia. Organised as registered society in Frankfurt/Germany MINDS is not profit oriented, but works exclusively for the benefit of its members. MINDS' objectives include central knowledge management and consulting for its members, coordination of joint projects and support of the exchange of existing services within the network.

Mission Statement - MINDS International is a global network of leading news agencies sharing ideas and exchanging knowledge to put business concepts forward in order to raise revenues and save costs in digital markets.

10.00 Newspaper Website Content

»How Norway started the first Web Content Licensing, & the Meltwater Case«

Speaker: Geir Engen, Mediebedriftenes Klareringstjeneste AS, Norway

Info

Mediebedriftenes Klareringstjeneste AS is a digital rights management company/clearing house for association members digital content. Mr Engen will cover

- Why and how Mediebedriftenes Klareringstjeneste was created
- The web content licence structure
- Commercial track record
- The Meltwater case
- Future development

10.45 Coffee break

11.15 Newspaper Website Content (continued)

»NLA Web Content Licensing«

Speaker: Andrew Hughes, NLA, UK

Info

NLA (The Newspaper Licensing Agency) are introducing website content licensing and a website content database to the UK. Mr Hughes will

explain the goals, the legal basis for the licence, and the reaction of web aggregators, PCAs, and users to the NLA plans.

11:30 Possibly: Other PDLN members' and guests' experiences

11.45 »Geographical and technical evolution of the internal press review in a European bank organisation at the time of the financial crisis: how to react when facing an always wider on-line press offer and how to choose sources among very various economic models? «

Speaker: Muriel Hustin, DEXIA Bank, Brussels headquarter

Info

DEXIA Bank: The press review has become an essential factor in managing information and taking decisions in Dexia Bank. What was its evolution in the past ten years? After some technical changes and with the help of the two official distributors in Belgium (Mediargus and Pressbanking), we have integrated the on-line press into our content management system. The financial crisis of 2008 has shown us the importance of information and demonstrated the necessity to extend the press review to Europe, connected with our three main headquarters: Brussels, Luxemburg and Paris. What are the solutions that are offered to implement this press review, in line with our major criteria: cost and time?

12.30 – 14.00 Lunch

Afternoon session: Partners, Web Content, Legal Issues (continued)

14.00 »Evolution of International Press Cuttings Services«

Speaker: François Nicolon, International Marketing Director TNS media intelligence news division

Info

TNS Media Intelligence are a division on WPP, and one of the truly international PCAs, with business units in France, UK, Ireland, Germany and Spain. It is a provider of global and domestic media monitoring and evaluation to communication professionals around the world.

Mr Nicolon will talk about the evolution of international press cuttings services and suggest areas where PDLN should focus to meet market needs.

15:00 End of conference