



COPIEPRESSE

[www.copiepresse.be](http://www.copiepresse.be)

# MISSION

- Creation : March 31st 2000
- Collective management society for French- and German speaking daily press publishers
- Defense of publishers rights (commercialization, reproduction, reprography, renting and public lending)
- Since January 2007 : exclusive management of publishers secondary rights on all supports

## MISSION (II)

- Actions undertaken :
  1. Information
  2. Letters of summons
  3. Legal procedures

# INFORMATION

- Charter of « fair » use of press publications
- Campaign in in dailies, magazines and periodical press (2002)
- Website [www.copiepresse.be](http://www.copiepresse.be)
- Press conferences

# LETTERS OF SUMMONS

- Civil Services and departmental staffs
- European Commission
- Public corporations
- Private companies
- Universities
- Press clipping and public relations companies
- ...

# LEGAL PROCEDURES

- « Seizure-descriptions »
- Summons for discontinuance
- Examples : press clippers, news aggregators, institutions, ...

**THE CASES AGAINST  
GOOGLE  
&  
THE EUROPEAN COMMISSION**

# GOOGLE & EMM WEB SITE

GOOGLE SEARCH NEWS		EMM NEWS
<b>Cache</b>		
Open access	No	No
<b>Storage</b>		
For a long period (depending on the crawler frequency)	30 days	Since 1st April 2004
<b>Source</b>		
Web sites, RSS feeds	Web sites, RSS feeds	RSS feeds
<b>Article</b>		
No	Title + first sentences + picture	Title + first sentences
<b>Ads</b>		
No	No	No

# COPIEPRESSE'S ARGUMENTS

- No application of legal exceptions
  - quotation (no integration in personal content)
  - press reviews (no comments about news)
- No application of the “freedom of speech” principle
  - No human intervention: IT program
  - No expression of personal opinion
  - Information are always available on publishers website
- Publishers don't want to help building other brands as information providers

They want to remain THE reference in information on the Internet

# GOOGLE & EC ANSWERS

	GOOGLE	EMM NEWS
Open access to the « cache »	Agreed to block the access	—
Storage	Updating of the information every 5 min is not possible	No storage : if one article is no more available on the publisher's website, the following message will appear « page not found »
Reproduction of the articles	The reproduction don't exempt the visitors from consulting the article on the publishers' website	Only a few words, just like search engines do
Sources : web sites & RSS feeds	Due to a bad parameter setting of the publisher's website. (It's their own fault.)	Presence of RSS feeds on publishers' websites = authorization. The terms of use on the publishers' websites do not apply to EMM activity
Freedom of speech	Google facilitates people's access to news	Mission to inform the citizens

# CONCLUSIONS

- Keep/recover the control on our contents
- Increase value and credibility of our brands
- Enhance the quality of information produced by professionals
- Get people to respect our IP rights notably by establishing a European jurisprudence

## LINKS WITH OTHER SOCIETIES

- Member of Reprobel (the Belgian RRO)
- Bilateral Agreement for reprography and digital licenses with CFC (France) and Luxorr (Luxemburg)
- Member of ENPA (European Newspaper Publisher's Association)
- Member of WAN (World Association of Newspaper)

## CONTACT DETAILS

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