



Web Licensing – why and how to do it?

**Invitation to PDLN seminar
March 2nd , 10.00 to 14.00 CET, Copenhagen, Denmark.**

Why are some companies building a business on the online content of publishers – but without paying? Which licence models are there – how do they work and how much could they generate?

The monetization of online content is a topic of growing interest among publishers and license organisations all over Europe. Some countries have already launched digital licenses while others are planning to launch web licenses soon.

The PDLN-seminar in Copenhagen will be a chance to learn from the pioneers in this field and to meet and discuss with other members.

Speakers will be the two leading actors in this field: Geir Engen from Mediebedriftenes Klareringstjeneste in Norway and Andrew Hughes from the Newspaper Licensing Agency in the UK. They will present their different models and their experiences when launching these models. We will hear how to communicate with content owners, with Press Cutting Agencies and with other stakeholders.

Other topics covered will be a status on the ACAP initiative and a briefing about Associated Press' so-called "3P-initiative" that also aims at limiting illegal use of content and being able to charge for legal use. It will also be a great chance to meet with other European players and to learn from each others' experiences and to share ideas and knowledge.

The seminar is arranged in cooperation with the Danish Publishers Association whose members are also invited to join the seminar. It will take place not far from Copenhagen Airport and is **free** (travel expenses not included). The precise spot for the venue will be communicated as soon as we have an overview of the number of participants.

Please confirm your attendance no later than February 23rd to Sylvia Fischer at the PDLN secretariat at pdln@presse-monitor.de

We look forward to meeting you in Copenhagen!

Best regards
Anders Lassen, Sylvia Fischer