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Publishers should get a fair share from web monitoring revenues

PDLN notes that web aggregator Meltwater, after losing a legal action in Norway to newspaper publisher group MBL, has referred the UK Newspaper Licensing Agency web licensing plans to the UK Copyright Tribunal.

Peter Horvath, President of PDLN, says: "Press cutting agencies and other web aggregators who use newspaper website content to support their paid-for business services should not get a free ride. Publishers bear significant costs creating content. It is only fair that the revenue generated is shared. PDLN supports publishing groups that act to protect their interests."

For PDLN this is an important case. If publishers cannot control the conditions under which their content is used, investment in websites will be hard to sustain. The growing shift to paid content - The Wall Street Journal, Financial Times, The Economist and Die Welt are examples - will accelerate if users do not act responsibly. The publishing community has invested in initiatives to encourage use of website content in accordance with publishers' terms of use. These include ACAP (<http://www.the-acap.org>). We note the Hamburg Declaration and the position of ENPA on web aggregators.

We ask the web aggregators and their clients to respond by observing copyright and using licensed providers.

PDLN notes that Meltwater referred the NLA's web licensing scheme to the Copyright Tribunal in the UK stating that it has no basis in English copyright law, despite the fact that the NLA license has been accepted by most UK press cuttings and media monitoring companies. PDLN calls on Meltwater to respect publishers copyright.

ABOUT PDLN

The Press Database and Licensing Network (PDLN) joins companies and organisations, owned or controlled by publishers, working in the field of licensing articles from newspapers and periodicals and/or providing digital articles for electronic press reviews and acting according to their national copyright regulations for the beneficial interests of the publishers.

PDLN was founded in 2008 by companies from Australia, Austria, Belgium, Denmark, France, Germany, Ireland, Portugal, Switzerland and UK. PDLN members currently represent over 5.000 newspapers and magazines from 13 different countries. NLA is a member of PDLN.

► The Norwegian legal case history:

<http://www.pdln.info/qfx/PDF/Meltwater%20Judgement%20ENG.pdf>

► Hamburg Declaration:

http://www.epceurope.org/presscentre/archive/International_publishers_demand_new_intellectual_property_rights.shtml

► ENPA Statement

http://www.pdln.info/qfx/PDF/ENPA_Statement_on_Google_News.pdf

► More about PDLN on: <http://www.pdln.info>