



## AUSTRIAN NEWSPAPER ASSOCIATION - VÖZ

## Austrian Newspaper Association - Verband Österreichischer Zeitungen (VÖZ)

- The VÖZ is a voluntary association of daily and weekly newspapers and magazines. It was founded in 1946. As an organisation of shared interest and in accordance with its mission it deals with all topics of central relevance for publishers, including media policy and legislation, marketing, sales, staff regulations, initial and further training, etc. Four boards devoted to central areas of interest and two advisory boards discuss and develop the basis for decisions taken by the bodies of the Association.
- The boards address respectively "Readers' Market", "Advertising Market", "Digital Media" and "Agreements with collective Partners, Labour and social Law"; they are organised on a twin-track basis with a volunteer chairperson and a full-time paid manager who takes care of the board's daily business.
- The "Advisory Board for journalistic Matters" and the "Advisory Board for legal Matters" have more broadly-based mandates.
- The VÖZ currently has 70 full members: 16 daily newspapers, and 54 weekly newspapers as well as weekly and/or monthly magazines.



# ISSUES

## The Association's media-policy focus areas up to 2010

On the basis of its mission, the VÖZ pursues the following objectives in rendering services to its members:

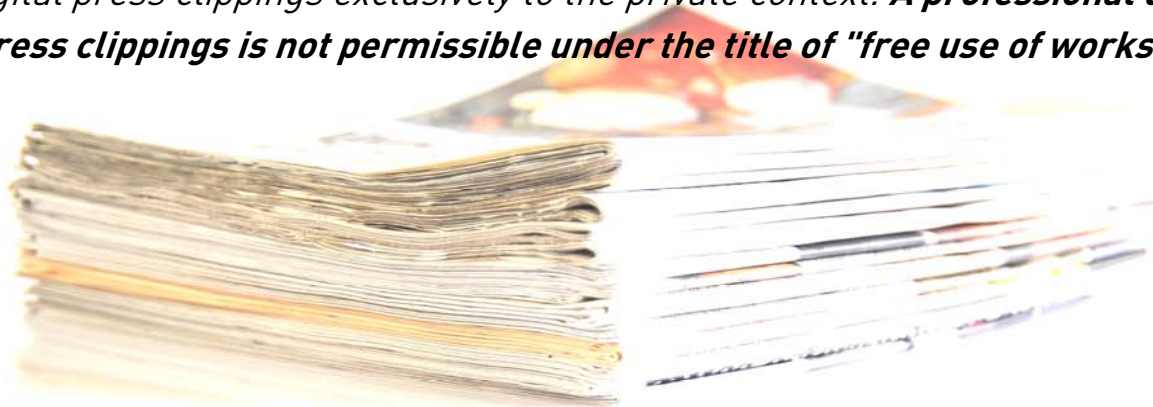
- Preservation and development of opinion and media diversity
- Promotion of Austrian identity
- Development and support of the dual public service/commercial broadcasting system
- Support of reading and long-term involvement of newspaper readers
- Initial and further training

Based on these general goals, VÖZ also focuses on ***copyright issues***.



# COPYRIGHT ACT

- The great majority of **newspaper articles** is protected under the Copyright Act (§§ 1, 2) as "**original intellectual creation in the area of literature**" (works).
- The exclusive rights for the reproduction and/or distribution of newspaper articles usually rests with the publisher, either originally or because the copyright holder (author) transferred those rights to the publisher.
- The law only provide a very limited range of free use of works. Individual paper copies of press articles may be produced for an individual's personal use, for instance.
- *The amendment to the Copyright Act which entered into force on 1 July 2003 restricted the free use of digital press clippings exclusively to the private context. **A professional use of digitally stored press clippings is not permissible under the title of "free use of works".***



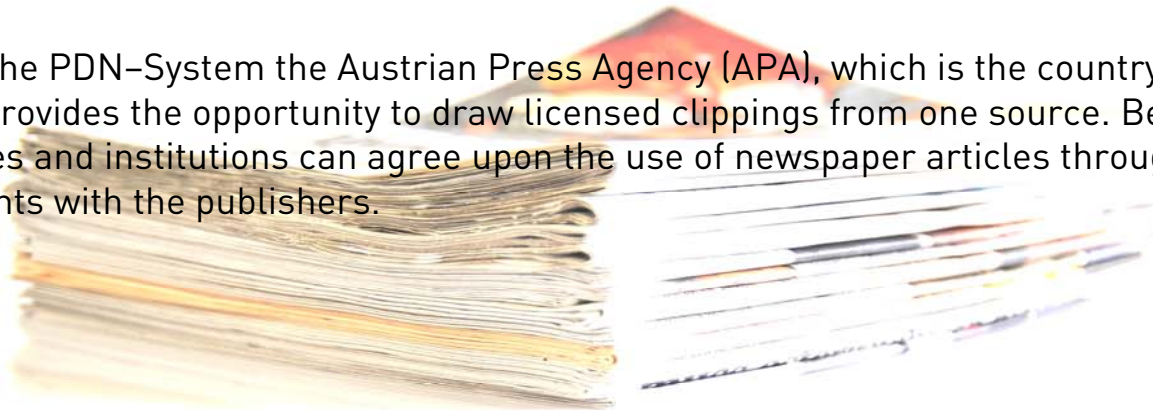


# PRESS DOCUMENTATION USER SYSTEM - PDN



# PRESS LICENSING IN AUSTRIA

- In 2002 upon an initiative of VÖZ in collaboration with institutions, companies and press agencies, the PDN-System was established, in order to ensure a practical and contemporary solution for the drafting and use of press reviews in conformity with the law.
- In 2003 the amendment to the Copyright Act entered into force and from then on free use of digital press clippings was exclusively restricted to the private context.
- To meet the legal standards and the requirements of an increasing market the PDN-System was adjustet.
- Because of the necessity to license the commercial use of even the very first digital copy an upgrading of the PDN-System was required. A cooperation with PCAs to directly operate the licensing of the so called „small user segment“ was startet. Since then it is possible to close a PDN license agreement through an assigned PCA.
- Besides the PDN-System the Austrian Press Agency (APA), which is the country's national news agency, provides the opportunity to draw licensed clippings from one source. Beyond that companies and institutions can agree upon the use of newspaper articles through individual agreements with the publishers.



# PRESSE DOKUMENTATIONS NUTZUNGS SYSTEM

## *The Press Documentation User System (PDN)*

- The PDN-System offers a license model for creating and publishing internal and external press reviews, paper and digital press reviews.
- The PDN license agreement provides companies and institutions with one-stop access to over 100 dailies, weeklies and magazines and the necessary copyright no matter if a company creates press reviews themselves or through PCAs.
- The PDN-System is fair and cost-effective and focuses on customers' needs.
- The licence fees are scaled depending on the type of press review and the number of users.



# PDN OFFERS

## Licensing of *Internal and External Press Reviews*

Depending on the time of use and the number of users the PDN-System offers a licence modell for

- paper press reviews
- digital press reviews

In the case of paper press reviews the time of use unlimited. In the case of digital press reviews the time of use is limited with one (external) or two (internal) month. Archiving for one year plus 50 percent (internal), for five years plus 100 percent (internal and external).



# LICENSER

Currently 101 full members join the PDN – System.

## Daily Newspapers

Der Standard  
Die Presse  
Kleine Zeitung  
Kronen Zeitung  
Kurier  
Neue Kärntner Tageszeitung  
Neue Vorarlberger Tageszeitung  
Neues Volksblatt  
OÖ Nachrichten  
Salzburger Nachrichten  
SVZ - Salzburger Volkszeitung  
Tiroler Tageszeitung  
VN Vorarlberger Nachrichten  
Wiener Zeitung  
Wirtschaftsblatt

## Weekly Newspapers

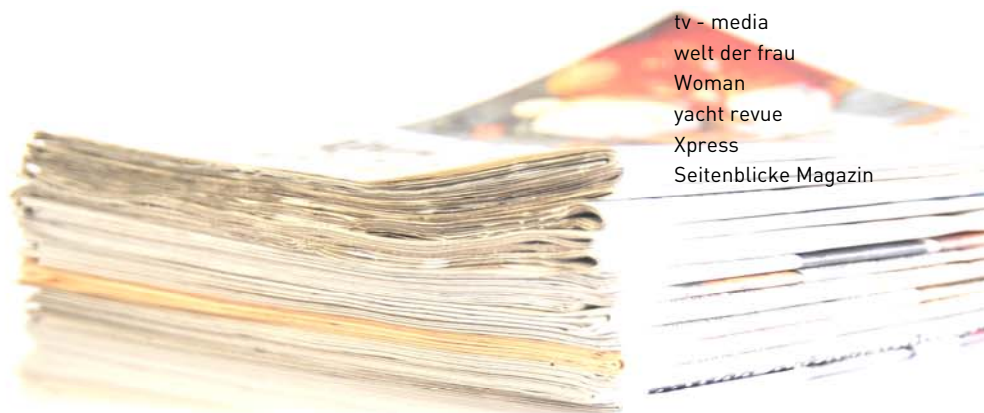
Börsen - Kurier  
bvz  
City - Stadtzeitung für Wien  
Der Ennstaler  
Der Sonntag (Kärntner Kirchenzeitung)  
Der Sonntag (Wien)  
Die Furche  
Falter  
Kärntner Nachrichten  
Kirche bunt - St.Pöltner Kirchenzeitung  
KirchenZeitung Diözese Linz  
Klosterneuburger Zeitung  
Murtaler Zeitung  
NÖN  
Österreichische Bauernzeitung  
Osttiroler Bote  
RaiffaisenZeitung  
Rupertusblatt  
Salzburger Woche  
Sportzeitung  
Tiroler Sonntag  
Wann & Wo

## Magazines

tele  
auto revue  
auto touring  
Bühne  
C.A.S.H.  
Die Wirtschaft  
e - media  
ECHO  
Economy  
e-trend  
Format  
Gewinn  
golf revue  
Gusto  
Motorradmagazin  
NEWS  
profil  
Sportmagazin  
Sportwoche  
Top Gewinn  
trend  
trend-Invest  
tv - media  
welt der frau  
Woman  
yacht revue  
Xpress  
Seitenblicke Magazin

## Specialised Media

Agrar Post  
aqua press International  
Architektur & Bau Forum  
ATG - Auto, Tankstelle, Garage  
austria innovativ  
Bauzeitung  
Bestseller  
Dach, Wand  
Der Österreichische Installateur  
Die Österreichische Feuerwehr  
elektrojournal  
Elektronik Journal  
eurocity  
Gebäude Installation  
Glas  
Horizont  
Hotel & Touristik  
Intern  
ISR-Internationale Seilbahn Rundschau  
KFZ Wirtschaft  
LK Handelszeitung  
MEGAtech mit LOGOtech  
Metall  
Monitor  
ÖGZ - Österr. Gastgewerbe- & Hotel- Zeitung  
Österreichische Fleischerzeitung  
Österreichische Trafikantenzeitung  
PARA  
Print & Publishing  
Straßengüterverkehr  
TAI  
Tischler Journal  
Uhren - Juwelen  
Umweltschutz  
Verkehr, mit Supplement Neue Bahn  
Zivilschutz



# CONTACT



Austrian Newspaper Association  
Verband Österreichischer Zeitungen  
PDN – Servicestelle  
Wipplingerstraße 15  
1010 Wien  
Tel + 43 (0) 533 79 79 – 0  
Fax + 43 (0) 533 79 79 – 122  
E-Mail [pdn@voez.at](mailto:pdn@voez.at)  
[www.pdn.at](http://www.pdn.at)

