

## Polish Publishers Win 10 Year MMO licensing Battle

After a legal fight that ran for 10 years the Polish publishers have won a ruling that MMOs must pay for content. The Court of Appeal ruled that Press-Service Monitoring Mediów must sign a contract with the publisher of Dziennik Gazeta Prawna in order to use their content.

The Court ordered Press-Service to desist from infringement of author's economic rights with respect to copying, making publications and press articles and extracts available on the internet, and to immediately remove the infringing copies from analogue and digital collections. They were ordered to notify customers of the unlawful nature of the acts and to place a statement on the website about the unlawful nature of the activity. Press-Service must publish the information in the 'DGP' yellow pages and on the 'Rzeczpospolita' portal about the unlawful character of their behaviour. Press-Service must also pay the costs of the court proceedings.

This comprehensive ruling followed an extended campaign by publishers, which included forcing changes to the copyright law, which had been badly translated from an EU directive.



*PDLN sends congratulations to Repropol and the publishers for this success and their exemplary determination in forcing a common sense result through the layers of MMO denial and bureaucratic obstacles. Poland joins Italy and Portugal in gaining authoritative legal support for MMO licensing*

## Platforms and the Press – and PDLN

Global government attention is increasingly focused on how platforms are dominating advertising and strangling the press. The fact they are using press material without payment as they build their business has caused deep concern. The resulting loss of journalism employment is seen as undermining democratic accountability and has led to efforts to rebalance matters. PDLN has chosen to offer a forum for press publishers, their associations and licensing companies to understand developments and help them prepare their response. PDLN is supporting the efforts of NME, ENPA, EMMA and others. There is direct relevance to PDLN members core licensing activity – but we are conscious of the importance of also keeping focus on licensing paid for re-use by media monitoring organisations. We welcome feedback on whether we are getting the balance right.



## PDLN Seminar Reports

PDLN has been active, with 5 online events in q1 with a special focus on platforms and press. For the platform discussions PDLN has been welcoming attendees from publishers and publisher associations. Brief reports below, but more details and presentations are available on the PDLN website member area.

1. Corint (formerly VG Media). Corint MD Markus Runde presented their ideas for pan European licensing to PDLN members and guests.
2. USA. Danielle Coffey of NMA (US) updated PDLN members and guests on US moves to support publishers, which include anti trust investigations of Google and Facebook.
3. Australia. Adam Suckling, CEO Copyright Australia, gave a timely picture of the battle between platforms and the Australian government, which has set a global precedent on platform regulation.

4. Piracy. Following the successful piracy seminar in late 2020 a follow up session on how technology can detect and frustrate piracy was held on March 11<sup>th</sup>. We had 36 attendees and great presentations from Danish Rights Alliance, Infomedia, CEDRO and OSDEL.

All seminar presentations and recordings are available to members on the PDLN website.

## 2020 PDLN Member Updates Event

Sharing experience is a core function of PDLN. Given the 2020 conference was cancelled and the deferral (at best) of the 2021 event the PDLN Board decided to hold a virtual event focused on member updates. The format was a three slide presentation covering results, major initiatives, and plans for 2021. Ten members offered updates with many others attending. The slides are available on the website.

## Cision Brandwatch acquisition

After many similar deals Cision has continued on the acquisition trail with the purchase of Brandwatch, the UK based brand analysis business, for \$450m. The aim is to make Cision large enough to justify a public listing. What that does for client service and innovation remains to be seen. This means licensed media monitoring is now a far smaller part of the Cision portfolio than three years ago.

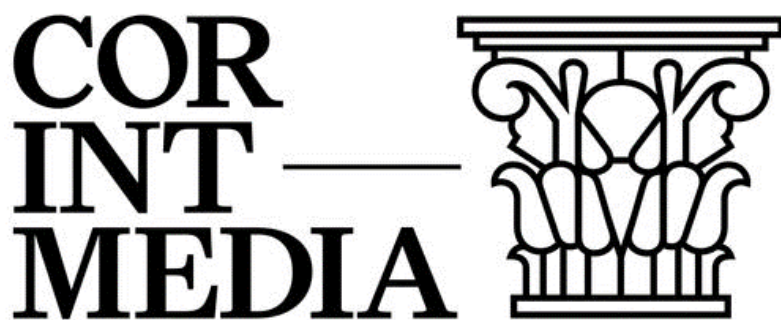


## **PDLN Conference and AGM plans**

PDLN hope to hold an annual conference in October in Vienna. A final decision will be taken in June. The AGM will be held online in June to ensure all official business such as budgeting and officer elections are in hand, whatever the conference decision.

## **Corint – VG Media**

PDLN's most recent member, the German licensing business VG Media, has rebranded as Corint to reflect its international ambitions. Corint has offered to represent European CMOs and publishers press publishers' rights. The company has significant experience of attempting to license Google under the 2015 German law.



## **APA – SMD**

PDLN members Austrian news agency APA and SwissDox have completed a content sharing agreement. An unusual feature is that each retains income for selling or supplying the others content, limiting the administration requirements and demonstrating a creative approach to marrying two differing business models.

## Australian Copyright Tribunal Case

Copyright Australia are presenting evidence in their MMO licence fee case. The result is not expected for some months, but CAL hope the amicable settlement reached with Stream last year will support their case.



*Copyright Australia CEO Adam Suckling with some of the Copyright Tribunal documentation*

## Future PDLN Dates

Seminar	Platform licensing and MMO pricing	April 14 <sup>th</sup>	Zoom
AGM	Approve accounts and Elect Officers	June TBA	Zoom
Conference	Annual Conference. TBC by June	October	Vienna