

Media organisations reach out to PDLN

Talks have begun between PDLN and two key media bodies: the Association for Measurement & Evaluation of Communication (AMEC) and the Fédération Internationale des Bureaux d'Extraits de Presse (FIBEP). AMEC is the global institute for media evaluation and communication research specialists, and FIBEP unites companies that provide tailor-made press monitoring and analysis.

Each of these organisations approached PDLN in the first instance. PDLN members met representatives of both organisations in March to consider possible areas for co-operation, and further contact with the two organisations will take place in due course.

'Both were initial exploratory meetings, and subject to further discussion and approval in each organisation,' PDLN vice president Andrew Hughes emphasises. However, PDLN and FIBEP have agreed to establish formal relations, exchanging newsletters and conference invitations (FIBEP's next conference is at Thessaloniki in May).

Meanwhile AMEC sees PDLN discussions as an opportunity to improve the information and advice it can offer to its members about copyright issues. AMEC's Jeremy Thompson will be giving a presentation at PDLN's Lisbon conference (see below for more conference details).

Contact for further information: Andrew Hughes ahughes@nla.co.uk

In this issue

AMEC and FIBEP talks
Lisbon conference preview
Copiepresse v Google
Observer organisations
Draft model contracts

Regulars

News from members
GoPress digital kiosk
Polish copying dispute
Reprocopy linking policy
PMG Citation Rankings

In brief
In the media

'Building bridges' is conference theme

Contributions from influential media organisations will reinforce the theme of 'Building Bridges for Development' at this year's PDLN conference. To be held in Lisbon on June 20 and 21, the venue is the classic San Reno Hotel.

Srinandan Kasi of the Associated Press News Licensing Group will share AP's experience of creating an American collective rights management society for digital content, while Portuguese speakers will review MAPiNET's activities in combating Internet piracy and the challenges faced by the Controlinveste media group in creating new digital business models.

Discussion is also expected on the European Commission consultation on the enforcement of intellectual property rights, and the event will incorporate PDLN's General Assembly and working group reports. Registration deadline is May 15.

Register at pdln@presse-monitor.de or fax +49 30 28493 200

Board proposes admitting observers

Following enquiries about membership from a number of organisations, PDLN executive board members have proposed a procedure for admitting relevant bodies with observer status, allowing them to attend meetings but not vote.

Organisations can only qualify for full PDLN membership if they are either owned or controlled by two different publishing groups. But some commercial companies that work on behalf of publishing groups may be both worthy of having closer ties with PDLN and interested in doing so.

Under the new proposals, the board will ask the local PDLN member whether the candidate is working in conformity with publishers' interests. Then, where required, it will request two publisher references.

The proposal is subject to approval by the General Assembly in Lisbon.

Contact: Peter Horvath peter.horvath@presse-monitor.de

Google and Copiepresse back in court

'Fair use' legal principles such as operate in America should apply to copying of Belgian content, lawyers for Google argued in the Appeal Court hearings of Copiepresse vs Google. Copiepresse countered that the contested use of content took place in Belgium, where most of the affected publishers, local servers and internet users were located.

'Considering this there's absolutely no reason to apply any other legislation than Belgian (and behind it the European directives on this matter),' said Copiepresse's legal advisor Catherine Anciaux. 'Belgian copyright is based on an opt-in principle (prior request for authorisation), not opt-out.'

Google should have sought authorisation from the publishers and complied with their conditions, including remuneration, she continued. The court's decision is expected on 26 May.

Contact: Catherine Anciaux catherine.anciaux@jfb.be

Members to review draft DLO agreements

Draft model contract templates to aid speedier agreements between database & licensing organisations have been considered by executive board members. Lawyer Robert Marcus offered two versions for consideration, drawing partly on the wording of existing agreements between NLA, PMG and PressB@nking.

Detailed consideration of the drafts by Margaret Boribon of Copiepresse and colleagues raised a number of questions. So the board agreed that the drafts should be sent to PDLN members for consideration, along with Copiepresse's remarks.

A teleconference has been scheduled for May when the board has heard back from members. A new draft may be required at that stage, but the final version is expected to be approved at the Lisbon conference.

Contact: Andrew Hughes ahughes@nla.co.uk

News from Members

Wide interest in GoPress digital newsstand

Mediargus and Pressb@nking are co-operating on a project to implement a digital kiosk enabling a user to buy a newspaper or magazine once and then read it on any computer platform.

GoPress was initially conceived for the Belgian market, but Pressb@nking's Sébastien Bauer explains that both APA-Defacto in Austria and Infomedia in Denmark are also interested in participating.

Katrien Kiekens of Mediargus adds that GoPress is an HTML5-based web application that will offer publishers a uniform and accessible e-payment system, and will also enable users to integrate social media into the GoPress reading experience. Development of Version 1 should be completed by end June.

Contacts: s.bauer@pressbanking.com katrien@mediargus.be

Deep linking promoted by Reprocopy

Reprocopy has drafted a framework allowing deep linking for non commercial purposes, instead of reproducing entire articles on websites. Users will be authorised to reproduce no more than the article title and up to 150 characters from the original. They must also clearly indicate the source, and may not include framing.

Reprocopy is also developing a web licensing model. Last year, following an awareness campaign in Flemish newspapers, it began monitoring for copyright infringements, using a third party to crawl the web and provide lists of violating URLs.

Contact: Sandrien Mampaey sandrien.mampaey@dagbladpers.org

Handful of titles dominates citation rankings

PMG's citation ranking for 2010 threw up some striking results, as Roger Dormeier explains.

The results of the PMG citation ranking for 2010 showed the news magazine *Der Spiegel* as the most cited medium out of more than 130 German and leading international leading media. The American *New York Times* came second.

One unique aspect of the ranking is that it takes account of all the editorial sections that every single analysed medium contains. All other citation rankings published in Germany just concentrate on politics and business issues, which is why the "PMG Zitate Ranking" is the most comprehensive in the country.

Focusing on the international media, the ranking shows some remarkable results. The *New York Times* turns out to be one of the most cited titles nearly in all the editorial sections investigated. It even comes first in arts and culture (German: Feuilleton).

In the sports department, the British *Times/Sunday Times*, the Spanish title *El Pais* and, again, the *New York Times* are among the five most cited titles. There were similar results in the education and science section: the *New York Times* and the BBC are ranked in first and second positions, followed by German *Frankfurter Allgemeine Zeitung*.

Contact: Roger Dormeier roger.dormeier@presse-monitor.de

Delays in Polish press copying dispute

The dispute between Repropol, the Polish press publishers' collecting society, and media monitoring company Press Service is unlikely to be resolved in the next few months. Press Service holds that media copying services are covered automatically under article 30 of the Polish Copyright Act.

Reprocopy claims that providing such services without previous copyright holders' consent is illegal. It obtained an order from the Regional Court in Poznań in February prohibiting Press Service from copying and disseminating press articles until judgment had been passed, after Press Service refused to enter into a licence agreement. However this order has now been rescinded.

IWP's Marzena Wojciechowska has told PDLN newsletter that the Court of Appeal has no doubt about the justification of Repropol's claim, but says that the order isn't necessary to protect it.

Contact: Marzena Wojciechowska marzena.wojciechowska@artlege.pl

In brief...

APA has signed PDLN Connect agreements with **Swissdiox** and **Mediargus**, adding to those with **Pressb@nking** and **PMG**.
Contact: Rüdiger Baumberger ruediger.baumberger@apa.at

NLA has launched a web content addition to eClips, offering richer, deeper and faster data than scraping services can provide and including material from behind News International paywalls.
Details at <http://blog.nla-eclips.com/eclipsweboverview/>.

Pressb@nking and **Mediargus** hosted a PDLN seminar on mobile applications in Brussels in March, including a proof of concept demonstration of GoPress. (See separate item.)
Contact: Francis Féraux francis.feraux@pressbanking.com

In the media

10/02/11 [Europe]: EU mulls tax cuts for online media
<http://digbig.com/5bdsbj>

10/02/11 [Global]: Yahoo Livestand: a 'personalized newsstand' for iPad, Android tablets <http://digbig.com/5bdsbb>

12/02/11 [USA]: Washington Post launching Trove and Ongo news aggregation services <http://digbig.com/5bdsba>

15/02/11 [USA]: Have media companies destroyed their copyrights with the 'Share' button? <http://digbig.com/5bdsbf>

15/02/11 [Global]: Apple wants its share of content subscriptions
<http://digbig.com/5bdsas>

16/02/11 [Global]: Google pitches a 'flexible' paid content system, 'One Pass' <http://digbig.com/5bdsat>

01/03/11 [Global]: Copyright Clearance Center integrates rights delivery platform on Copyright.com <http://digbig.com/5bdsbd>

18/03/11 [UK]: UK IP Review: Google, content owners disagree on 'fair use' <http://digbig.com/5bdsbe>

19/03/11 [Global]: Rights Knowledge Base welcomed (AMEC)
<http://digbig.com/5bdsax>

24/03/11 [USA]: Copyright enforcer Righthaven stumbles in litigation campaign <http://digbig.com/5bdsaq>

Please feel free to copy or forward this newsletter to anyone you think may be interested.

We welcome members' contributions to this newsletter. Please send yours to the editor Tim Buckley Owen: tim.buckleyowen@pdln.info.
PDLN Press Database and Licensing Network, Rue Bara 175, 1070 Brussels, Belgium.