

## PDLN to reach out to MMOs in Dublin

PDLN is to host a special Content Forum for media monitoring organisations during its annual conference in Dublin on June 11-12. The aim of the forum is to bring together larger MMOs to exchange views on the most productive areas and ideas for technical and licence development.

The initiative for this invitation-only event on June 12 arises out of an awareness of growing interest from licensed MMOs for closer technical co-operation with publishers. The goal is to foster closer collaboration, and PDLN is looking forward to a useful exchange of views between leading MMO and publisher representatives.

The MMOs will be invited to lead, with comments on the issues involved in serving multinational corporations and their concerns regarding existing database licensing organisation models. PDLN will respond by explaining the PDLN Connect technical and licensing models, and discussion will then open out into practical models for developing international licences.

A total of 14 bodies have been approached to participate. "The forum is meant to enter into a dialogue with organisations which cannot become a member of PDLN," Andrew Hughes explains.

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## Seminar considers scraping issues

Fourteen companies – PDLN members and others – attended Opoint's seminar on web content harvesting techniques.

Opoint demonstrated its crawling skills and NLA presented eClips web – a service based on direct feeds from publishers. Infomedia, APA de facto and Mediargus were among others who shared their experience.

Scraping has advantages and disadvantages. Direct feeds from publishers are faster, contain more data from a publisher, cover all story versions and deal with paywalls. But they're much more expensive to develop, and require active support from publishers, which is often not provided.

Scraped feeds are cheaper, scale better and need no publisher support. The relatively small scale use currently made of web content limits the investment that such services can justify.

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## Talks pursued with FIBEP & ENPA

PDLN's growth and development were emphasised at a recent meeting with FIBEP in Brussels. PDLN said it remained committed to working with media monitoring organisations, with a principle of using technical transparency to create trust.

FIBEP responded that it was keen to develop relations, but through small, confidence-building steps. FIBEP members faced issues with the complexity and cost of providing international content; things needed to be simpler if effective compliant solutions were to be achieved.

Also, Margaret Boribon attended a meeting of the Copyright Working Group of ENPA in London on PDLN's behalf. ENPA regularly mentions PDLN when it speaks to European institutions and has requested regular updates on PDLN activities.

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## NLA legal success as PDLN members fight on

NLA has secured a Copyright Tribunal judgement upholding most of the terms of its licence. Ruling on a challenge by Meltwater, the Tribunal supported NLA's initial pricing, public relations pricing, and the requirement for end-user licences even where a headlines-only service is offered.

It also required that Meltwater disclose international users of UK content. However it did reduce the future increases in fees for search rights. NLA licences and price tables are being adjusted prior to a final ruling on 23rd April, after which it can start collecting fees backdated to 2010 – an estimated total of around £750,000 annually.

In the **Copiepresse** case, Google has now appealed to the Supreme Court, and Margaret Boribon reports that other

publishers have filed suits against Google on issues such as competition, fair search and revenue sharing. Copiepresse has also been approach by Microsoft discussing the possibility of forming a federation of prosecutors against Google.

**Visapress** is preparing further actions following two Portuguese court rulings in favour of the press cuttings agency PCA Consultores, saying that intellectual property belongs to journalists, not publishers. **TT** is also pursuing an action against Google (see *separate story on page 2*).

Finally, Peter Horvath reports that lobbying by the German publishers' associations BDZV and VDZ has secured government support for a future change in the law requiring web aggregators to pay for commercial use of web content.

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### NewsRight sets out deal structure

Having secured its first media monitoring client, Moreover Technologies, NewsRight has been briefing on the deal structure it will offer companies that sell digital news content to enterprises. It includes rights to acquire and use content through flexible arrangements, plus the ability to resolve legal uncertainty about past use.

As companies expand to include evaluation capabilities, NewsRight includes a suite of analytical tools, made possible by its News Registry, to provide insight into how text news content is published and consumed throughout the internet. NewsRight is also entertaining inquiries for international partnership.

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### Dutch libraries negotiate book review fees

NBD/Biblion BV, the umbrella organisation for Dutch public libraries, has been producing book reviews since 1995 under the name LiteRom. The reviews are published in various newspapers and magazines, with LiteRom securing permission from rights holders for the purpose.

As CLIP's Barry Pijnacker explains, the level of fees is periodically negotiated with the rights owners, payment rates being determined according to the first publication date of the work. For works published between 1 January 2010 and 1 January 2014 the rate is €33 per work, with 70% going to authors and 30% to the publishers.

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### Belgian press publishers launch GoPress

#### Katrien Kiekens and Patrick Lacroix report

Developed in HTML5, GoPress ([www.gopress.be](http://www.gopress.be)) offers personalized browsing and reading functionalities, access to a private library, suggested publications and full integration with social media. It also provides a simple and flexible payment method for buying single copies, developed in collaboration with Cleeng – users only have to provide payment data once, choosing from options such as SMS, e-banking or credit card.

Currently GoPress offers 29 newspapers and magazines – including supplements and extra editions – from nine francophone and Flemish press publishers.

The initiative aligns with several trends identified in the recent Pew Research Center *State of the News Media* report. For example, GoPress has opted to launch on both desktop and laptop devices; 70% of digital news readers access news via desktop and laptop devices, although users of mobile devices, tablets and smart phones tend to prefer desktop devices for their digital news.

Also, GoPress engages users by integrating social media in all of its functionalities. More than 50% of people are partly directed towards digital news via their social network, the report says. In a social media environment, friends and family are stronger news drivers than editorial sources.

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### Stockholm court summons for Google

Following negotiations that have dragged on since 2008, Tidningarnas Telegrambyrå (TT) is now taking Google to the district court in Stockholm because of its treatment TT subsidiary the picture agency Scanpix.

TT accuses Google News of copying and publishing without permission pictures of which Scanpix owns the copyright. TT's case is based on Google's use of thumbnails, and follows a previous ruling by Sweden's highest court that the copyright owner's permission is needed before a thumbnail can be used.

Last autumn, TT made a 'pretty intensive' attempt to secure a solution through negotiation, Ulf Karlsson said, but Google refused to co-operate. TT's case is also supported by respected Swedish copyright professor Jan Rosén.

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### CAL to discuss licences for scraping

Working with Australian newspaper publishers, the Copyright Agency has begun discussions with press clipping agencies on a model to license scraping of online content.

Agreeing an appropriate model will be 'challenging', CAL's Ross McCaul says, adding: 'We also need to factor in how the industry might look in five or ten years' time.'

Also, APN News & Media and Australian Consolidated Press have joined News Limited and Fairfax in outsourcing their permissions function to Copyright Agency's online permissions handling system RightsPortal.

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### In brief...

**APA's** digital Austria-Kiosk ([www.austria-kiosk.at](http://www.austria-kiosk.at)) is growing fast, now offering 95 newspapers, weeklies and magazines compared with 26 when it started last November, with the numbers still growing. 'The idea of a national paid platform for printed media is very attractive for publishers,' says APA's Rüdiger Baumberger.

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Kantar has subscribed to **NLA's** eClips web, which is now also used by Precise, Gorkana and Moreover. NLA is also adding web content to the PMG service, and supplying web content to Factiva and other text aggregators.

Also, Michael Pocock has replaced Tarif Chowdhury as the manager of NLA's international business.

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**PMG** has unlocked the content of 111 publications provided by Swissdix for its customers through the PDLN Connect Gateway, completing PMG's longstanding collection of Swiss titles. PMG now provides content for 520 foreign publications, half of them through the Gateway.

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**Visapress** is proposing a seminar on the legislative framework for licensing models. 'There are reasons for all of us to pay attention to emerging risks related to (wrong) interpretations of copyright legislation,' says Carlos Reis Marques.

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**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](mailto:tim.buckleyowen@pdln.info). PDLN Press Database and Licensing Network, Rue Bara 175, 1070 Brussels, Belgium.