

AMEC reviewing PDLN Connect ideas

44 MMOs and licensing bodies attended a webinar hosted by AMEC (the Association of Media Evaluation Companies) on March 20th to review and provide feedback on the PDLN Connect standardised end user licence and reporting ideas.

Christophe Dickes of Kantar, who also heads the FIBEP Fair Trade committee, started proceedings with a presentation on the growing demand for international press monitoring, and the complexity of compliance with differing local licensing rules.

Andrew Hughes presented the new PDLN proposed standards, which try to simplify the user experience through a common format licence and using the media monitor as the users' point of contact with licensing and payment requirements.

He stressed the need for a common vision – ease of use for the user – to be qualified by the need for content creators to be paid, and for transparency on usage and payment. Balancing local rules with global needs will need hard work and patience.

The PDLN board has welcomed AMEC and FIBEP engagement on this issue and hopes to identify practical next steps in the coming months.

To find out more: ahughes@nla.co.uk



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The Spanish reform of Intellectual Property Act arrives at Congress

On 21 February 2014 the Spanish Government advertised the proposal for the reform of the Spanish Intellectual Property Act. The proposal has already been sent to the Parliament. It is likely that Spain will have new legislation on Intellectual Property in Autumn.

The main issues for CEDRO's authors and publishers are:-
Collective management organisations: the reform includes a "one stop shop" to be created by all the CMOs. Nevertheless, the profile of this one stop shop is not yet clearly defined. The Second Section of the Intellectual Property Commission will be the key body to control many aspects of the CMOs, including setting of tariffs.
Press: Content providers using "non significant" fragments of content published in newspapers, magazines, periodicals or periodically updated websites will have to pay compensation to publishers and other right holders. Payment will be made through the corresponding CMOs.



Digital Piracy: the text takes into account the possibility of acting against web pages which link to

other websites where you can get illegal copies of protected works.

Education: the scope of the current exception for illustration for teaching (small fragments) is made broader, because it would include certain digital uses. There is no provision for any kind of remuneration for these uses.

Private copy levy: the concept would be reduced to the minimum, so that the damage to be compensated would be extremely small.

Orphan works: the European Directive is partially transposed. The proposal refers to later regulations on key issues for law enforcement.

Contact: Susana Checa Prieto scheca@cedro.org

SIIA's new content compliance initiative

The [Software & Information Industry Association](#) (SIIA) has devised a new content compliance initiative "Report Content Piracy" aimed at ensuring that companies who are copying, distributing, posting, and using their content are properly licensed.

It says that "following a short grace period, the association will pursue organizations that are distributing content without proper licenses".

Those who have already signed up to the initiative include large publishers such as McClatchy and the Financial Times.

The organisation is offering anonymous rewards of up to \$1 million to those who report illegal use of content.

"Make sure your company is copyright compliant. If you don't have the necessary licenses, contact the publisher or a company that represents groups of publishers, such as BurrellesLuce," says [Keith Kupferschmid](#), general counsel and SVP of intellectual property at SIIA.

To find out more: <https://www.siaa.net/piracy/report/content.asp>

CLA adds blogs & news sites to licences

The Copyright Licensing Agency (CLA) has announced the addition of more than 4,000 blogs, news and media websites to its licences following an agreement with US based company Newstex.

The agreement represents an increase in the repertoire licensed by CLA and will be particularly valuable to Media Monitoring Organisations (MMOs) and their customers.

It says, "This development means that MMOs can now legitimately index these sites under the terms of their CLA collective licence and deliver links, summaries and PDFs of relevant articles which can now be copied and reused by any of their customers that hold a CLA licence."

Some of the blog sites that will be of interest to CLA's customers include current affairs and politics site 'talkingpointsmemo.com' and media site 'gawker.com' both previously listed in the top 10 of the Guardian's 'World's Most Powerful Blogs' and which are now included in CLA licensed content.

Newstex, an 'EContent Top 100' company in the US, provides real time news content from authoritative current affairs and business sites to leading news and media companies including Thomson Reuters, LexisNexis and PR Newswire.

The partnership extends the rights to more online news sources via CLA-licensed media monitoring companies.

The new content is automatically available to reuse under CLA's licences from 1 April 2014.

More information is available [here](#)

NLA's infringement tracking system

NLA is now running an infringement tracking system using OPoint technology to identify and contact newspaper licensing infringers. The service identifies where content taken from newspaper websites has been copied elsewhere in the public domain, removing licensed sites from the analysis.

During most weeks over 1,700 web domains infringe copyright content of just four national newspaper publishers. In one recent week one domain alone (www.libreprensa.com) infringed 813 articles. The next highest infringement of one publisher's material by a domain during that same week was 684 articles.

An initial 13-week trial with four national newspapers (Independent, Telegraph, Guardian and Mirror) ran in Q4 2013 to:

- Analyse the level of infringement against publisher rules
- Compile domain ownership data and contact details where possible
- Advise users of the potential issues
- After confirmation with publishers, take appropriate action and;
- Follow up referrals to publisher legal teams where required.

In the trial a large number of domains removed infringing content, or complied with publisher rules (such as linking appropriately) and also referrals to publishers for licences or the NLA web republishing licence. The service is now live and NLA looks forward to developing it, and building closer links with other publisher initiatives in this area.

Contact: Jenny Crewe jcrewe@nla.co.uk

DALRO and SAMMA reach agreement

The South African Media Monitoring and Measurement Association (SAMMA) and DALRO (The Dramatic, Artistic and Literary Rights Organisation) have signed an agreement to bind all SAMMA members to acquire copyright licences.

The royalties will be paid to copyright-owners whose works are distributed by the media monitoring organisations.

The agreement is described as "a milestone in copyright compliance in South Africa, taking into account the provisions of the Copyright Act and ensuring that the country is on par with other countries that have been licensing in this area for at least a decade".

DALRO will be the administrator and issuer of licences to SAMMA-member organisations. Members will pay an agreed upon amount which DALRO will then distribute to the respective rightsholders.

Mediargus: www.gopress.be



Gopress (www.gopress.be) is the central content disseminator for the Belgian press,

offering professionals various search, monitoring and publishing services. Owned by some of the largest Belgian media groups and set up as a joint-venture by Mediargus and Pressbanking, Gopress has an extensive press database including national and international newspapers, magazines, online articles, audiovisual sources, RSS- and social media feeds.

Gopress sells subscriptions to media professionals and companies who want to monitor press content, share press reviews and analyse press output related to their keywords of interest. Gopress functions both as a web and native app available on all desktop and mobile devices.

Equipped with the latest tools for smarter searching, based on Wikipedia-based topic detection and entity-based retrieval techniques, Gopress also offers users licensing solutions as well as one-click sign-on and payment services.

We reported in the launch of Gopress in the November 2012 PDLN Newsletter. Today, more than 20,000 media professionals, politicians, spokespeople, journalists, academic users and others are using Gopress.

Contact: *Katrien Kiekens* katrien@gopress.be

Retriever strengthens Swedish news links



The Nordic supplier of news monitoring, editorial research and media analysis, Retriever, continues its growth by continuously strengthening relations with publishers.

The newest achievement is an agreement with the Swedish business paper "Dagens Industri", which is the largest of its type in

the Nordic region.

Retriever has offices in Copenhagen, Oslo, Stockholm and Gothenburg, and holds a strong position in its region, meanwhile also focusing on its international network.

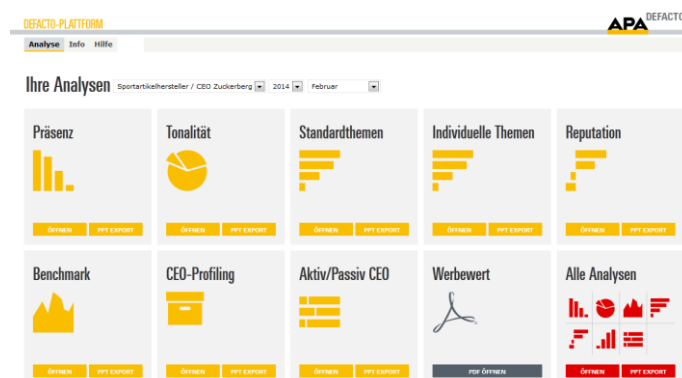
The company is one of the Summit sponsors for this year's [AMEC International Summit on Measurement](#) in Amsterdam 11-12 June.

Contact: *John Friesland* john.friesland@retriever.se

APA DeFacto - new online analysis platform for PR and Public Relations

A dynamic monitoring and analysis tool measures and evaluates PR activities from all kinds of sources (print, TV, radio, online or social media). It is difficult to discuss PR activities in terms of business metrics, yet it is increasingly important to identify PR's share of the company's success.

APA DeFacto's new online platform combines the classic press review with an interactive media resonance analysis, aiming to answer all questions on the effect of own press and public relations as well as the media mood.



On the new interactive platform, the users navigate flexibly through the media impact and analysis. With one click users can find tonalities in reporting, open issues curves and locate message peaks. As a "control element" or "crisis radar", the platform provides essential information about the image and perception of the company in traditional and online media and social networks.

The results show up in the form of easy-to-understand charts and graphs. The analysis also allows you to read the full text of each article, to view the PDF of the newspaper page or to compare the actors - as people and keywords - over and over again.

"The combination of media monitoring and analysis opens up entirely new levels of information," says Waltraud Wiedermann, Manager of APA DeFacto. "The new platform is a synthesis between the highest intellectual achievement of our staff and the latest technology."

"In addition to newswire services, the APA very early on set a focus on being able to offer the full range of media information," adds APA Managing Director Peter Kropsch. "Many of our customers today no longer come from the media, but are decision makers in business, public administration and politics. We are one of the few information service providers in Europe that can offer such a large portfolio of convergent media products."

Contact: *Ruediger Baumberger* ruediger.baumberger@apa.at

Rights Knowledge Database takes shape

AMEC and PDLN have agreed to create a database of copyright rules and contact points for all major markets, which will be made available to members through each of their websites.

The country profiles will list relevant licensing organisations and give outline pricing information. The goal is to make it easier for MMOs and users to be copyright compliant. A formal launch is expected in the next two months.

Contact: Jennifer Crewe jcrewe@nla.co.uk

Report from the PDLN seminar on web licensing - February 2014

"Making money from the web – opportunities and challenges" were discussed in detail at a seminar hosted by NLA in London on February 13th.

Delegates enjoyed presentations from MBL (Norway), CLA and NLA (UK), and PMG (Germany) and contributions from APA, CFC, and OPoint.

Discussion included market size – most agree this is still just 5-10% of print revenue; and licensing models, where MBL and NLA stressed the importance of licensing the indexed and copying that MMOs do to create the service, as opposed to licensing the links delivered to users. There was a coincidental confirmation of this as the [Svensson ECJ](#) case – where PDLN member Retriever won a ruling that links to public data was not a licensable 'communication to the public' – was announced during the seminar.

Paywalls were another core topic. European publishers have moved much more slowly than US newspapers in adopting paywalls, which clarify the licensing requirement.

PMG plans for web licensing were discussed. The context of the new German 'neighbourhood right' makes this challenging, as does bridging the gap between traditional MMOs and web based services in one licence model. Public announcements are expected soon.

NLA explained its approach to this issue and the wider discussion of MMO models – and position of Google and other free services, as helpful. MBL experience and models in this area and their recent conclusion of the Meltwater complaint was very interesting.

CLA, CFC and NLI are following web licensing very closely and we expect further developments in a number of countries.

Contact: Andrew Hughes ahughes@nla.co.uk

Report from the PDLN seminar on PDF processing - March 2014

Søren Clausen of Infomedia reports on the recent PDF Processing seminar.

The aim of the seminar was to:

- Share and discuss best practice and lowest cost process for creating press clippings and
- Exchange knowledge of cutting edge technology within the area of PDF processing.

The delegates shared the common experience that our business is facing a general challenge within this area and that technology hasn't developed much over the years.

Whether you choose to outsource PDF processing to external vendors or keep it in-house, there is still low scalability of production costs. One of the most proven methods to gain lower costs is to renegotiate contracts with PDF processing vendors to a lower level.

The delegates were shown two examples of how to integrate XML supplied from the media in to the PDF processing flow. By analysing the gaps between a page PDF feed and an article XML feed of the same publication, it is possible to reduce the amount of articles to be clipped manually. The systems to manage this gap analysis are locally developed and need adjustment before they can be integrated within other platforms. No quick fixes here.

It was suggested that PDF is an outdated format for holding text and metadata and might be replaced by other more flexible and editable formats, like HTML/CSS. However, before this can be of any benefit to our industry, it requires publishers to change their editorial production systems and start to generate layout files in these new formats.

Two of the delegates had made comprehensive research into the market for PDF processing services, to see if other vendors had better deals to offer in terms of price and quality. The research showed that there is nothing much to gain from shifting to another vendor and that the expenses involved in a large scale transition from one vendor to another should not be underestimated.

The seminar was an inspiring event with intense and lively discussions. It is certainly of benefit to all members to continue sharing knowledge and best practices in this area.

Contact: Søren Clausen Soren.Clausen@infomedia.dk

PDLN Conference 2014

Madrid 1-3 June

Book now!

The 2014 PDLN Conference is being held in Madrid from June 1st-3rd.

The conference theme is 'Newspapers and Social Media'. Speakers include:

- Jorn Lysergen, CEO of Meltwater
- Susana Checa, Commercial Director for CEDRO
- Irene Lanzaco, Deputy Director of AEDE
- Christophe Dickès, Global Copyright Director for Kantar
- Juan Luis Moreno, Director for Digital Strategy at Vocento
- Arnaud Roy, VP of Marketing for Augure.

The conference will take place at the [Hotel Miguel Ángel](#), a good value five star hotel located centrally behind Madrid's main street, Paseo de la Castellana.

There are already over 30 confirmed delegates. To book please visit: www.pdln.info before April 23rd.

Please contact Hotel Miguel Angel directly to book accommodation before 10th May 2014. Note that rooms can be cancelled up to three days before arrival, so there is every reason to book now!



Contact: Jennifer Crewe jcrewe@nla.co.uk

Profile: Rüdiger Baumberger, APA-DeFacto Datenbank & Contentmanagement GmbH



Rüdiger Baumberger is the manager of the Content and Business Development Department of APA-DeFacto Datenbank & Contentmanagement GmbH in Austria.

APA-DeFacto provides an electronic media archive with more than 130 million articles from more than 400 titles. In Austria APA-DeFacto is the leading provider of electronic press reviews and media analysis.

The company has just launched its new online platform that provides media monitoring and analysis seamlessly integrated in one service (see page 3). APA-DeFacto strives to be the market leader in terms of market share, technology and service.

Rüdiger joined APA in 1996. He worked in various positions before he took charge of establishing a Content Management department and later on a Business Development department. In recent years Rüdiger has developed APA's in-house pdf processing and he is the project manager of Austria Kiosk. Rüdiger helped build PDLN from the very beginning.

He studied Cultural Anthropology at the University of Vienna.

Contact: Rüdiger Baumberger
ruediger.baumberger@apa.at

Profile: Owen Cullen, Newspaper Licensing Ireland



A founding member of PDLN and Board member since 2011, Owen Cullen is Operations Manager of Newspaper Licensing Ireland Ltd (NLI) and is the main point of contact between PDLN and ENPA.

NLI was established in 2002 to manage the copyright interests of newspaper publishers in Ireland and to develop a simple, cost-effective licensing model.

Owen has led the development of NLI over the past seven years, increasing membership and overseeing an impressive year-on-year growth in revenue.

Based in the heart of Dublin's thriving business district – home to some of the world's biggest tech firms including Google and Facebook – Owen says that "enforcement is one part of the job but promoting a sustainable culture of copyright understanding is really what NLI is about".

Owen, who holds a Masters (Strategic Management & Planning) from the renowned UCD Smurfit School of Business, also represents the Irish newspaper industry on ENPA's Copyright and Digital Agenda committees as well as the Alliance of Creative Industries in Ireland.

Contact: Owen Cullen
owen.cullen@newspaperlicensing.ie

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 Catherine Dhanjal: Catherine.dhanjal@theansweruk.com

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PDLN Press Database and Licensing Network, c/o NLA media access, 16-18 New Bridge Street, London, EC4V 6AG.