

PDLN at FIBEP Congress



PDLN was represented by Andrew Hughes, Oliver Grassy and Rudiger Baumberger in a panel session on copyright matters at the FIBEP Congress in Vienna in November (pictured above), with Liz Ashton from Executive Interviews. Many other PDLN members attended the event. Over 300 MMOs attended a PDLN question and answer session. The value in a constructive engagement in copyright from MMOs was stressed by all panel members. The invitation to speak was a sign of positive relations.



Left: Jon Anders Tangnes, OPoint Right: Thomas Vejlemand, CEO Infomedia (PDLN board)

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PDLN progress in fostering rights and content exchange agreements was underlined, as was our long standing practice of inviting FIBEP representatives to attend PDLN event. Andrew noted the MMO legal blocking actions in Italy, Portugal and Poland limited progress towards better international licensing.

A highlight for many delegates was the Ninestars Bollywood themed party on the final night. Watch the [video here](#).



Image shows Andrew Hughes (centre) with Gokul (left) and Gopal Krishnan, owners of Ninestars

Organisational changes at PDLN

The PDLN board has appointed Andrew Hughes – currently president - to the new part time role of general secretary, starting in January 2016. The intention is to accelerate the development of PDLN and the services it offers members.

The growing interest in international media monitoring creates opportunities for PDLN members, and PDLN seeks to play an active role in assisting these developments. There are also opportunities to grow the organisation and help publisher groups develop new licensing and content businesses.

Andrew will be replaced as PDLN president by Rudiger Baumberger of APA DeFacto on January 1st, and Sandra Chastanet of CFC is elected vice president.

Regulars

European Commission outlines proposed copyright reform

The communication on copyright reform was issued by the European Commission on 9th December. Part 4 of the communication deals with news content and their reuse via platforms and online aggregation services. The communication is fairly positive as the commission “recognizes the value of content and of the investments that goes into it”. The commission states that its objective is “to ensure that the players that contribute to generating such value have the ability to fully ascertain their rights, thus contributing to a fair allocation of this value and to adequate remuneration of copyright-protected content for online uses”. To do this, the Commissions intend to examine the definition of the rights of “communication to the public”, which was the right in cause in the Svensson case, and of “making available”. The communication also refers to value extracted by online news aggregators use of publishers’ copyright and plans to evaluate the solutions put in place in Germany and Spain – otherwise known as “Google tax”. PDLN will continue to work with ENPA to ensure that any proposals preserve and protect the publishers’ interest.

EU – court ruling on collective rights management

The EU Court of Justice case between Hewlett Packard Belgium and the Belgian RRO Reprobel relies on interpretation of the 2001 Copyright Directive but its recent decision is not in keeping with the well-established functioning Collective Rights Management practice. Reprobel is seeking “sums corresponding to the fair compensation owed under exceptions to the reproduction right” however it is evident that the European copyright framework in the field of both reprography and private copying in the text and image sector is in urgent need of clarification.

PDLN calls on the EU to clarify the essential role publishers play as a matter of urgency. Newspapers employ journalists, and this makes publishers the rightsholder in most systems. While the ruling does not affect voluntary contractual licensing systems, any potential confusion can only be harmful to the market.

IFFRO “calls upon the European Commission and the European Parliament to review articles 2, 5.2a and 5.2b of the Directive, with an aim of maintaining fair and adequate compensation for both authors and publishers for usages of their works and publications made under said exceptions. The review should further aim at creating a robust legal framework.”

More information: <http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:62013CJ0572>
www.iffro.org/content/iffro-statement-cjeu-ruling-hp-%E2%80%93-reprobel-case-court-justice-european-union-decision-not-kee

Poland – licensing imminent?

We are hopeful that promising legal developments in cases between publishers and MMOs may open the way to licensing in 2016.

In July 2015 the Sejm (lower house of Polish parliament) adopted an amendment to the Law on Copyright and Related Rights. This has now gone to the Senate (the upper house of the Polish parliament). It is hoped that the amendment will remove the loophole for royalties being paid on press articles.

More information: www.iwp.pl/aktualnosci/show.php?id_aktualnosc=612

MMO elections

23 candidates took part in the AMEC elections for Board and Chapter co-chairs for 2016, a “record number” and due to the “growing stature” of the organisation, said chairman Jeremy Thompson.

Alexis Donot of Argus de la Presse has been elected FIBEP President.

Information on the elected AMEC candidates can be found here: <http://amecorg.com/amec-international-board-elections-for-the-2016-term/>

And for international Chapter co-chairs, here: <http://amecorg.com/procedure-for-election-of-international-chapter-co-chairs-for-the-2016-term/>

News from Members et al

Carlos Eugénio new executive director at Visapress



Carlos Eugénio has become Visapress executive director, effective from the 1st of November.

Carlos is 39 years old, married with one daughter and he holds a college degree in management technologies and a post-graduation degree in web informatics systems and technologies.

He started his professional career as a sales executive in 1999 and in June 2010 became secretary general of MAPINET, private aggregator of copyright societies and TV stations to fight piracy in the internet.

Contact: carlos.eugenio@visapress.pt

Henry Jones new managing director of NLA media access

NLA media access has announced that Henry Jones, currently area director (UK and Ireland) of leading media intelligence provider Meltwater, is to replace David Pugh as managing director on his retirement in spring 2016.

Tim Brooks, chairman of NLA media access said: “David has stressed innovation, service and partnership as key drivers of growth. Henry’s experience, expertise and vision are exactly right to take us to the next level.”

Henry Jones said: “When the opportunity came up to lead NLA media access I knew it was one I had to take. I have had a brilliant few years at Meltwater and have been proud to play a part in its growth and success. Now, I am looking forward to working with Tim, the board, and the management team in what I know is a creative and dynamic business.”

More information: <http://blog.nla.co.uk/nla-blog/2015/12/1/henry-jones-of-meltwater-named-as-new-managing-director-of-n.html>

NLA media access – celebrates first AIM customer

International communications agency Golin has become the NLA's first customer for its new PR evaluation product, NLA Article Impact Measurement, providing them with data from 10 national newspaper websites including The Guardian and The Times.

NLA says AIM is unique in bringing together "precise internet page view data directly from the newspaper publisher's site analytics platforms, combining this with social media statistics into a single tool for the measurement of PR impact". It uses metadata for web clippings to provide information such as daily page view counts from publishers to identify potential reach and impact of a brand mention.

AMEC member firms such as Gorkana, Prime Research and Precise have integrated the new statistics into their own measurement analytic systems.

More information: <http://blog.nla.co.uk/nla-blog/2015/12/3/the-power-of-article-impact-measurement.html>

Web news in real-time from APA-DeFacto

APA-DeFacto brings relevant issues into focus wherever a company is talked or written about, or present in postings or comments, whether on news sites, Facebook, Twitter, YouTube, Google+, Instagram, blogs, forums or postings.

The user interface has been designed to deal with real-time information offering a number of options to filter, edit or evaluate. This allows customers to efficiently navigate the number of hits and access information relevant to them.

Individual alerts ensure no article of relevance could be missed out on. The Realtime Monitoring Service can easily be integrated into existing electronic press review services.

The platform can be edited by setting intellectual markers such as tonality, significance etc. either by the user or by APA-DeFacto.

Benefits of the Realtime Interface

- Optimised for ongoing supply and mobile devices
- Unique source density
- All media types in one interface (APA news items, Web, social media, radio/TV)
- Structured dashboard
- Latest metadata
- Individual alert
- Archive function



For more information, ruediger.baumberger@apa.at or www.apa-defacto.at

PDLN News

PDLN's 10th annual conference: Rome 2016

Save the date! PDLN's two-day annual conference will take place in Rome from 5th-6th June 2016.

Promopress are hosting the conference.



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Reminder - PDLN seminar on AV and broadcast licensing

CFC is organising a seminar on audio-visual licensing issues in spring 2016.

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PDLN held a media evaluation seminar within the FIBEP Vienna event, allowing PDLN members access to a wider range of FIBEP presentations and delegates.

Infomedia, APA, Retriever, Opoint, STT, NLA, CLIP, Repopol and CFC attended as well as prospective US member Licensing League.

A presentation from APA CEO Peter Kropsc set out the wider media landscape which APA users and publishers address, underlining the point that print media is only one element in the wider news landscape, and how that wider picture is made more complex and challenging as digital media evolves.

Acquiring staff with the skills needed to track and make sense of this is a challenge, as is the scale

required to process and connect relevant data.

NLA reviewed the licensing opportunities and challenges which become apparent as the market adds print to web. Many print licensing models ignored media evaluation when it should be licensed and priced separately to match fees to value.

Web content was encouraging new market entrants and NLA licence models need to evolve to recognise the value media evaluation took from indexing web (and print) content, rather than as a byproduct of press cuttings.

Opoint echoed the NLA observations.

The NLA presentation is available on the PDLN site ([“NLA - PDLN Evaluation licensing models, challenges & impacts .pdf”](#))

For more information, visit: <http://www.pdln.info/seminars-all/2015/>

Profile: James Bennett, Copyright Licensing Agency



James Bennett is head of development at the Copyright Licensing Agency (CLA) in the United Kingdom. CLA licenses organisations to copy and re-use extracts from millions of print and digital publications on behalf of the copyright owners - authors, publishers and visual creators. Last year CLA collected £76.3m from all licensing activities, and distributed £68.2m to rights holders.

As well as providing collective licensing solutions for education and corporate customers, CLA has licensed digital copying by Media Monitoring Organisations since 2008, and has included web scraping in its MMO licence since 2012.

CLA has 37 bilateral agreements with RROs around the world, many of which operate domestic media monitoring licensing schemes that include CLA repertoire. Inspired by information sharing and collaboration within PDLN, CLA has adopted the PDLN Connect reporting standard, and in 2015 launched its International Media Monitoring Licence, enabling copyright-compliant use of thousands of English-language websites and magazines by overseas MMOs where they are unable to clear the rights from a local RRO.

James is responsible for leading the development of new and existing CLA licences and digital products, balancing the interests of rightsholders with market requirements within a changing legislative environment. He has an MBA from Henley Business School, and before joining CLA in 2010 enjoyed a fifteen-year career in trade non-fiction book publishing. He lives in east London.

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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 Andrew Hughes: ahughes@nla.co.uk

To subscribe to this newsletter, contact PDLN Secretariat ahughes@nla.co.uk www.pdln.info

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