



PDLN Newsletter
No. 3, February 2010

In this issue:

- 1. The Formation of VISAPRESS*
- 2. PDLN Working Groups Update*
- 3. PDLN Seminars*
- 4. News*
- 5. Reminders*



1. The Formation of VISAPRESS

In this first chapter of our Newsletter we are happy to communicate an actual result of PDLN's work in sharing experiences and business approaches with other members: the formation of VISAPRESS in Portugal. PDLN cordially thanks Carlos Reis Marques, CEO of VISAPRESS, for this article.

* * *

Creation of the Portuguese Entity for the Management of Authors' Rights

In Portugal, in particular in the press, the issue of copyright has been gradually worked out by the publishers, first in terms of regulation of contracts of employment with journalists.

The Portuguese Press Association (API), representing almost all newspapers and magazines companies, both national and regional, has initiated a process of forming an entity to do the management of collective rights of these same companies, from 2007 on.

Following this process, API has established contacts with several European partners who were present at the formation assembly of PDLN, Press Database & Licensing Network, in November 2008 in Brussels.

The work started with the creation of a Portuguese entity; being a PDLN observer has gained particular relevance, benefitting from the experience of the European partners.



The Formation of VISAPRESS

For this experiment, working visits made to NLA (UK) and INFOMEDIA (Denmark), as well as working sessions with PRESS BANKING (Belgium) were very important, and also the exchange of experiences with all other members of PDLN, since the beginning of 2009.

In September 2009, VISAPRESS was formally constituted as a cooperative for collective management of copyright and related rights of the publishers. Having been created by leading business media in Portugal, part of VISAPRESS are several national newspapers and magazines, as well the regional press, namely represented by API and also Christian newspapers and magazines, represented by their own association.

VISAPRESS comprises a total of 15 founding members, among them API, COFINA MEDIA, SGPS, S.A.; Controlinveste, SGPS, S.A.; Impala Editores, S.A. et al.

With the activity starting in the second quarter of 2010, it was very important for the VISAPRESS project to have the opportunity to learn from other members of PDLN, keeping in continuous contact with partners in other countries.

Shortly there will be carried out new working visits to partners, pursuing the identification of their business models and technological facilities in use.

(signed Carlos Reis Marques)



2. PDLN Working Groups Update

- ▶ *PDLN exists to encourage the development of publisher friendly international solutions for press cuttings and reviews. We have already seen technical connections allowing international content to be delivered emerging between PDLN members as a result.*
- ▶ *We discussed in Vienna the work being done to simplify building these connections, allowing PDLN members to offer international content more easily. We agreed we needed to develop a 'library' of standard commercial models and common technical standards, to be known as PDLN Connect.*
- ▶ *These PDLN Connect standard models would help one PDLN member connect its database services with another by offering common, fair and well understood contract models, database standards and the other building blocks.*
- ▶ *We hope this PDLN Connect initiative will reduce the amount of work needed to build these connections. For example, if we have a set of contract agreements (like IFFRO) a new contract should be quicker and cheaper, and if we adopt common meta-data identifying publications, reporting will be simpler and easier.*



PDLN Working Groups Update

Work on PDLN Connect has continued and the latest developments can now be reviewed on the PDLN site here:

http://www.pdln.info/restrictedcontent/technical_issue_s.htm

Please take a few minutes to review these and share them with colleagues.

If you have questions or comments please contact:

- Business issues: Andrew Hughes
ahughes@nla.co.uk*
- Technical issues: Sébastien Bauer
sebastien.bauer@pressbanking.com*



3. PDLN Seminars

- ▶ ***PDLN members engage in holding a range of seminars, starting on March 2nd 2010 in Copenhagen.***
- ▶ ***The first PDLN Seminar is entitled: Web Licensing – why and how to do it?***

The seminar is arranged by PDLN member Infomedia in cooperation with the Danish Publishers Association.

Look here for more information:

<http://www.pdln.info/index.htm>

- ▶ ***Please confirm your attendance no later than February 23rd to the PDLN secretariat at pdln@presse-monitor.de***

- ▶ ***Preview:***

Why are some companies building a business on the online content of publishers – but without paying? Which license models are there – how do they work and how much could they generate?

Speakers will be: Geir Engen from Mediebedriftenes Klareringstjeneste, Norway and Andrew Hughes from the Newspaper Licensing Agency, UK et al.



PDLN Seminars

- ▶ ***The second PDLN Seminar is arranged by APA-DeFacto and APA-MediaWatch and is taking place on 26th March 2010 in Innsbruck, Austria. It is entitled:***

Media Analysis – what is it all about?

Look here for more information:

<http://www.pdln.info/index.htm>

- ▶ ***Please confirm your attendance for this seminar no later than 19th March to Sylvia Fischer at the PDLN secretariat at pdln@presse-monitor.de***

- ▶ ***Preview:***

Is Media Analysis a business? What kinds of analysis can be generated and how? Where do the analysed articles come from? How can analysis be presented?

Speakers will be Hannes Vorhofer from APA MediaWatch, Austria and Anders Lassen from Infomedia, Denmark, et al. They will present their markets, services and solutions.



4. News

(1)

- ▶ ***PDLN is proud to welcome a new member, Mediebedriftenes Klareringstjeneste AS from Norway. Mediebedriftenes Klareringstjeneste is a digital rights management company/clearing house for association members' digital content. It is owned by MBL, the Norwegian Media Businesses' Association, which takes care of digital content and copying.***

<http://www.pdln.info/content/members.htm>

<http://www.mediebedriftene.no>

(2)

- ▶ ***PDLN has become official member of IFFRO.***

Our aims include the establishment of better contacts and dialogs between both organizations. Combined efforts in common goals are suitable.



News

(3)

Have a look at these interesting articles:

Google could be protected from UK copyright liability

<http://www.pressgazette.co.uk/story.asp?sectioncode=1&storycode=44882&c=1>

Telegraph, Independent and Express join Google's news experiment Fast Flip

<http://www.guardian.co.uk/media/pda/2009/dec/16/google-fast-flip>

Murdoch: Google is mortal and together we can kill it

http://www.theregister.co.uk/2009/11/17/murdoch_google_analysis/



5. Reminders

- ▶ *The next PDLN Conference will be held in Copenhagen, Denmark, on 14 & 15 June 2010 and will be hosted by Infomedia. Invitations will be sent out at the end of March.*
- ▶ *See also: <http://www.pdln.info/index.htm>
We invite you to consult our website on a regular basis to get updated information.*

- ▶ *We have built a PDLN mailing list throughout which we are able to send information to all member contacts. If a PDLN member wants to send a hot news to others, this mailing list is available to make it easier. Use [PDLN Mailinglist@presse-monitor.de](mailto:PDLN_Mailinglist@presse-monitor.de) as the recipient of your e-mail, and it will be sent to all members.*

If you have questions regarding the mailing list, please do not hesitate to contact Sylvia Fischer at the secretariat at pdln@presse-monitor.de



Editorial Information

This Newsletter is sent to you by the PDLN Secretariat.

Secretariat: Sylvia Fischer

Editor-in-Chief: Francis Féraux (Pressbanking)

Please do not hesitate to get back to Sylvia Fischer with any comments and proposals concerning this Newsletter.

PDLN Secretariat Service

c/o PMG Presse-Monitor GmbH

Sylvia Fischer, Coordinator

Markgrafenstraße 62

10969 Berlin, Germany

pdln@presse-monitor.de

PDLN Press Database and Licensing Network

Registered Office and Official Postal Address:

Boulevard Paepsem 22/7

1070 Brussels, Belgium

www.pdln.info