

## PDLN-Connect 2.0 - specification now available

Details of the specification for PDLN-Connect version 2 have now been published. Officially mandated by the PDLN Board, the specification was developed by a technical working group including APA, Mediargus, PMG, SMD and Pressb@nking (which have already implemented version 1) as well as NLA and Infomedia, whose members have also brought their valuable expertise to the process.

As Pressb@nking's Sébastien Bauer explains, the main difference from version 1 is the facility to create your own online search as opposed to simply using pre-stored searches – and that raised technical issues. 'We had to make sure that the model is really compatible with the business practices of everyone,' he said.

Improved customer management is another enhancement. Previously a message had to be sent to each partner asking them to create a customer account; now the process has been automated.

With the standard now shared among all PDLN members, all they have to do is implement the service technically, sign the agreement – and spread the word to customers.

Large international customers should see especial benefits, Sébastien believes. 'Currently they have to go to one door and the next door, and it's very difficult to manage; with this system you have one stop shopping and from there it's entirely automated.'

Specification available at: <http://www.pdln.info/gfx/PDF/PDLN-Connect%20V2.0%20Specifications.pdf>  
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## Court battles continue for Copiepresse and NLA

The appeal hearing in the case of Copiepresse vs. Google will take place on Wednesday February 23 at 9am, Copiepresse's legal advisor Catherine Anciaux has said. 'Four years after the decision in First Instance, we will finally be heard by the Judge of Appeal,' she continued. 'We expect a decision in the summer.'

It was on 13 February 2007 that Google announced it would appeal against a judgement from the Court of First Instance in Brussels that the reproduction and publication of headlines as well as short extracts, and the use of Google's cache, violated the law on authors' rights. Subsequently Copiepresse also demanded damages from Google, following estimates by Professor Alain Berenboom of the Free University of Brussels

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that the losses attributable to Google's activities were between €32.8 million and €49.2 million.

And in London, the aggregator Meltwater is to appeal against the High Court ruling that the NLA is entitled to require users of paid-for aggregator services to take out a licence. The appeal, mounted on Meltwater's behalf by the Public Relations Consultants Association, will be heard on June 15.

Meltwater is also pursuing a parallel licensing case with the UK Copyright Tribunal. The Tribunal is due to review the commercial terms for both end-user and aggregator licences on September 12, although this hearing may be delayed depending on the outcome of the Appeal case.

## Template contract for joint DLO working

PDLN's executive board has appointed lawyer Robert Marcus to produce a draft template contract to make it easier and quicker for one database and licensing organisation to work with another.

Working to a briefing document drawn up by PDLN, he is expected to create a model to be presented at the board meeting in Brussels on March 9.

Explaining that the board hoped to be able to share a draft with the membership before the Lisbon conference in June, vice president Andrew Hughes pointed out that it wasn't just for PDLN members to work with. 'It's to encourage development between PDLN members and the market,' he said. 'It's open to anyone to use.'

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## PDLN in talks with AMEC – FIBEP next?

PDLN representatives are to meet members of the Association of Media Evaluation Companies in Paris next month to discuss the possible creation of guidelines for interaction between publishing groups and media evaluation companies. Both organisations are coincidentally holding their conferences in Lisbon this summer, and hope by then to have scoped out what might be feasible.

Emphasising that the talks were exploratory at this stage, PDLN's vice president Andrew Hughes said that he hoped they might have produced some guidelines by the end of the year. Meanwhile PDLN has also been approached by the Fédération Internationale des Bureaux d'Extraits de Presse (FIBEP) requesting similar discussions.

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## News from Members

### PDF experiences shared in London seminar

Representatives from nine PDLN companies met in London on 27<sup>th</sup> January to discuss differing approaches to handling PDFs and to see what lessons we could learn from each other.

Presentations were made by APA, PressB@nking, NLA and also by suppliers Mimotek, Elite and Ninestars.

While there were no 'eureka' moments and no silver bullets were uncovered, greater understanding of the differing approaches was valuable reassurance for those present.

The next seminar, on iPads and kiosk development, will be held in Brussels hosted by PressB@nking on 10<sup>th</sup> March.

Presentations available on the PDLN website.

### Digital help for local papers from MBL

Mediebedriftene is to run a new project this year to help local papers get to grips with digital media. 'This project will focus on helping a group of ten local newspapers to take action on the most important question: How can different products – print, web, e-paper, mobile, apps and e-reader – be positioned in an optimal way?' explains MBL's Geir Engen.

All ten papers will be releasing new digital products, for iPad, Android based tablets and e-readers, during 2011, and the project will include hands-on action to assist with the process.

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### Managing rights for the Portuguese media

#### Carlos Reis Marques charts the birth and first steps of the Visapress project

2010 has been a very interesting first year for Visapress. Created as an entity for collective rights management, it was founded by all the major media groups in Portugal, plus the two main national associations representing newspapers and magazines, and began work in January 2010.

In a country without significant experience of managing rights for the media sector the challenge was huge, with unknown difficulties. Profiting from experience and knowledge shared by PDLN partners, it has already been possible to establish four licensing models: for PCAs; communication agencies; secondary use of media content; and primary use (i.e. internal clipping). Many barriers were found; some overlapped and others still remain.

Today the Visapress project is up and running, with high recognition among players that use newspaper and magazine content, such as PCAs and PRCs. To achieve such visibility an initial communication campaign, employing widespread advertising, was essential. Publishers made space to the value of more than €1.5 million available for the campaign

Visapress represents 105 titles currently – national and regional newspapers, and magazines. For 2011 we hope to be able to make our first distribution of revenue to editors.

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## In brief...

**PMG** has launched PMG TrendAnalyse – a new kind of daily press profile analysis based on the more than 135,000 items that PMG monitors every day. Customers can check trends in media coverage and analyse media presence in an automated service, individually customized and delivered in real time.

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**CLIP** is continuing with its project to create a content database for newspaper articles, with support from NLA and Mediargus, and hopes to bring in a project manager shortly.

**CLIP's** board has appointed a new chairman, Rob de Spa from Wegener, and **Cedar** has appointed Hein van Leeuwen as its new chief executive.

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## New MD for Infomedia

Tim Wolff Jacobsen has become managing director of Infomedia, succeeding Anders Lassen. Tim has held senior posts in Burroughs, Texas Instruments, Olivetti and Capgemini – as well as forming his own company PlusData which developed IT-based business systems.

'Infomedia holds a unique market position and has incredibly talented employees,' Tim says. 'I look forward to operating in a market and in an organisation which insist on quality and expect something from their partners.'

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## In the media

26/11/10 [UK]: Newspaper publishers win copyright battle against aggregators <http://digbig.com/5bdgfh>

07/12/10 [USA]: iCopyright sues Associated Press for breach of contract, unfair competition <http://digbig.com/5bdfxs>

07/12/10 [USA]: Top content creators join CCC's annual copyright license <http://digbig.com/5bdgfg>

10/12/10 [UK]: PRs Appeal UK High Court's pay-for-links ruling <http://digbig.com/5bdfxt>

14/12/10 [France]: France says Google main cause of news publishers' woes <http://digbig.com/5bdfxq>

14/12/10 [UK]: UK High Court finds copyright in newspaper headlines; Fairfax distinguished <http://digbig.com/5bdfxf>

15/12/10 [USA]: Judge focuses on question of 'fair use' in copyright lawsuit <http://digbig.com/5bdgfs>

17/01/11 [Mediargus]: iPad newspapers and common sense [Mediargus blog] <http://bit.ly/g7vuBr>

17/01/11 [Italy]: A Google worry recedes, for now, as Italy ends investigation into news service <http://digbig.com/5bdfxn>

03/02/11 [USA]: AP board approves independent agency to license digital news <http://digbig.com/5bdjxr>

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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).  
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