

## PDLN to welcome NewsRight as new member

PDLN's Executive Board has said it is "delighted" to welcome NewsRight into membership. The organisation will join in June, following formal approval by the General Assembly at the Dublin Conference.

Launched at the start of this year, NewsRight's aim is to support original news reporting by facilitating the use of published news content and data analytics with the permission of publishers. Using the News Registry, a content measurement system developed by one of NewsRight's founder members the Associated Press, the service will offer participants and clients real-time measurements about news patterns and how registered content is being used across digital platforms.

Axel Springer Group, Hearst Newspapers, the New York Times and Washington Post companies are also among NewsRight's 29 founding members. "NewsRight's mission is to make sure consumers continue to benefit from all the original news reporting they want while ensuring those who republish content do so with integrity," says its president and CEO David Westin.

PDLN's Board has invited NewsRight to attend the Dublin Conference, where it will become its first American member.

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CLIP, NLA, NLI,  
Pressb@nking

## Dublin Conference – have your say

Preparations are well under way for PDLN's annual conference in Dublin on 11-12 June, and a draft agenda will be available shortly.

'NLI look forward to welcoming PDLN to Dublin,' says Owen Cullen. 'We will endeavour to make your visit a most memorable experience by providing PDLN members with a stimulating business agenda and also some "Irish craic agus ceol".'

As usual, one of the sessions will be devoted to giving all present an opportunity to give a brief update on developments in their respective markets. 'Additionally we would welcome any proposals you may have for topics to be included on the conference agenda and would particularly welcome volunteers to present on some of these topics,' says Owen.

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## Discussion forum idea presses ahead

PDLN is to host a one-day publisher – media monitoring organisation forum during the Dublin conference in June. The aim of the invitation-only event is to improve licensed MMO services by fostering closer collaboration with publishers.

Led by Rüdiger Baumberger and Andrew Hughes, the initiative recognises the growing interest from MMOs for closer technical co-operation. Views will be exchanged on the most productive areas for technical and licence development.

Discussions will also cover PDLN Connect licensing and technical models, database licensing organisation models and common metadata, and the developing field of international licences. An open discussion will consider next steps for creating customer friendly, copyright compliant media monitoring services.

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## Legal actions continue

Following demands from Visapress, the Portuguese government has agreed that PCAs and MMOs tendering for public contracts must provide a valid declaration that they are authorised to make use of the rightsholder's content. 'With this decision, Visapress hopes that companies that still refuse to sign a licence, such as Cision, will have a better understanding about the existing legislation,' says Carlos Reis-Marques.

Meanwhile Copiepresse's dispute with Google is 'slowly making progress' at the Belgian Supreme Court, Margaret Boribon reports. And in NLA's dispute with Meltwater in the United Kingdom, Andrew Hughes expects the Copyright Tribunal to rule some time this month, while the Supreme Court hearing is scheduled for February 2013.

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## PDLN launches online news service

PDLN has relaunched its website with changes to the home page ([www.pdln.info](http://www.pdln.info)) and more news. The site now offers links to news stories and articles of interest to PDLN members and related bodies, plus announcements of PDLN events and the contents of the latest newsletter.

'I've always had more news items than could be accommodated in the newsletter's In the Media feature,' explains editor Tim Buckley Owen. 'Now we can alert visitors to the PDLN site to many more items of potential interest.'

Updated approximately weekly, the news service is expected to develop rapidly into a valuable archive of media coverage of PDLN-related issues.

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Archive news items can be found at  
[www.pdln.info/content/news\\_archive.htm](http://www.pdln.info/content/news_archive.htm).

### PDLN seminar and webinar plans

Oslo is the venue for PDLN's next seminar, which will examine the technical and commercial advantages and disadvantages of web scraping vs direct feeds from publishers as alternative data collection technologies. Hosted jointly by Opoint and NLA, it takes place on February 29.

Meanwhile Opoint and NLA also plan to develop webinars, with the first one focusing on new automated techniques for PDF processing.

Other future seminars are expected to cover licensing models vs legislative framework (proposed by Visapress's Carlos Reis Marques) and business kiosks for the business-to-customer market (suggested by Sébastien Bauer of Pressb@nking).

Oslo seminar contact: Jon Anders Tangnes [jonanders@opoint.com](mailto:jonanders@opoint.com)

### PDLN working groups continue vital work

PDLN's 'behind the scenes work' continues as working groups pursue a range of initiatives, the Executive Board has heard.

In the Technical Working Group, APA is planning to implement version 2.0 of the Gateway this month, Rüdiger Baumberger and Sébastien Bauer report. Another initiative, the publication database, is ready for use, and the group is now waiting for potential users to come forward.

Meanwhile the Business Models Working Group's main projects include the publisher catalogue, reforming reporting standards (led by Infomedia's Morten Viktor) and the common end-user agreement.

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### 'No copyright' in Slovak journalists' writings

**A copyright blogger has reported on a 'dangerous precedent' set by a Slovak court**

Newspaper articles constitute 'mere information' and are therefore excluded from the Slovak Copyright Act, the Bratislava Regional Court has ruled. As reported in the 1709 Blog, which specialises in copyright issues, Zuzana Hecko of the law firm Allen & Overy Bratislava says that the court has effectively concluded that there are no literary works published in the press which would be protected by copyright and that editors are not authors.

The ruling comes in the case of Ecopress v Storin, which considered whether media monitoring agencies needed to conclude a licensing agreement with publishers in order to use their works (or extracts from them). Ms Hecko suggests that the court ignored the wording both of the Slovak Copyright Act and the European Court of Justice case regarding Infopaq, which ruled that the author's own intellectual creation was evidenced clearly in newspaper articles.

'It would be good to find out who the publishers are and tell them about PDLN,' Vice President Andrew Hughes suggests.

More detail: <http://the1709blog.blogspot.com/2012/10/1/news-in-slovakia-no-copyright-in.html>

### New association for Flemish news publishers

Vlaamse Nieuwsmedia (Flemish Newsmedia) replaces the previous Vlaamse Dagbladders (VDP). The change of name reflects the greater emphasis of Flemish news corporations on multimedia news content distributed via platforms including print, (mobile) websites, apps for tablets and smart phones.

Its main focus in 2012 will include: minorities and youth readers; facilitating common initiatives in innovation; streamlining educational programmes for journalists and media professionals; and an emphasis on environmental, distribution and copyright issues.

Vlaamse Nieuwsmedia currently represents Concentra Uitgeversmaatschappij, Corelio Publishing, De Persgroep Publishing, De Vlijt en Mediafin. The association is looking forward to welcoming new member-publishers.

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### Opoint owner being acquired by A-pressen

Norwegian media group A-pressen is currently acquiring Edda Media, owner of PDLN observer Opoint, from another media group Mecom. Opoint's chief executive Terje Andersen is anticipating 'a lot of possibilities' from working with the new owner.

Describing the two groups as 'the perfect fit', A-pressen's chief executive said that the acquisition would strengthen both players in today's challenging market. 'A-pressen has long and proud traditions to protect publishing values and editorial freedom,' the CEO continued. 'Edda Media's traditions, fundamentals and editorial independence will of course be respected and retained.'

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### In brief...

Following a positive Dutch court ruling **CLIP** is surprised that some government departments are requesting licences not for digital but hard copy articles. CLIP is also exploring licensing media monitoring companies' content webcrawling activities.

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**NLA** has responded to the suggestion by the Charity Commission that charities should be exempt from licensing – [www.nla.co.uk/uploads/public/Press%20Releases/NLAGuardianCharityResponseJan12.pdf](http://www.nla.co.uk/uploads/public/Press%20Releases/NLAGuardianCharityResponseJan12.pdf)

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An article giving **NLI's** position on calls by technology firms, companies, aggregators and online community for liberalisation of Irish copyright law has appeared in the Irish Times at [www.irishtimes.com/newspaper/opinion/2011/12/20/1224309290287.html](http://www.irishtimes.com/newspaper/opinion/2011/12/20/1224309290287.html).

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**Pressb@nking** has signed a new PDLN Connect agreement with EDD, adding 580 French regional titles plus the remaining national newspapers that it doesn't already cover. In return, EDD will disseminate Belgian French and Flemish titles through its online system.

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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).  
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