

## Italian publishers to join PDLN



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Last summer the Italian Federation of Newspapers and Magazine Publishers (FIEG), launched a licensing model for newspaper and magazine articles, called [Repertoire Promopress](#).

Now the organisation behind it, [Promopress 2000](#), has applied to join PDLN. The organisation includes around 90% of Italian publishing companies' newspapers and periodicals, both FIEG members and non-

members, and aims to encourage the development of simple and efficient market solutions for the protection of editorial content. If the application is successful, PDLN membership will start on 1<sup>st</sup> February.

In [November](#) we announced a new licensing model, Repertoire Promopress, set up to combat the practice of press cutting without specific agreement from the publisher and despite most publishing companies specifically prohibiting the reproduction of their works under the general rules of national copyright law.

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## Irish newspapers-no charge for links

Some confusion arose in Ireland recently, with reports suggesting that National Newspapers of Ireland (NNI) were planning to charge for links. Much of the

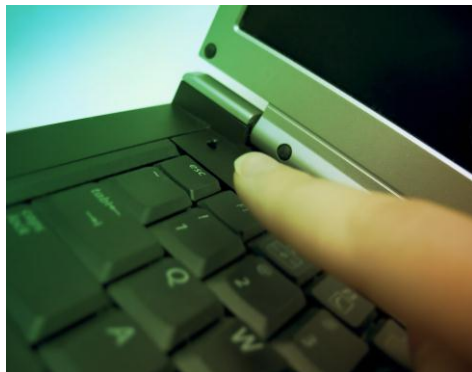


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subsequent coverage appears to have confused NNI (which has a policy position in relation to the ongoing review of Irish copyright law) and NLI (Newspaper Licensing Ireland, which handles the practical licensing of newspapers' copyright material).

To clarify, NLI is not a subsidiary of NNI; it is a separate entity and not all publishers are common to both organisations.

NLI does not charge for hyperlinks and NNI is not planning to do so.

The issue of linking and copyright remains up for debate. To date, NNI's position has been to assert copyright in hyperlinks but not to charge for them, with linking being such an integral part of how people communicate.

The next step in this complex debate is likely to be the publication of the Irish Government-appointed Copyright Review Committee's report. Amongst other things, that committee is considering whether hyperlinks can constitute an infringement of copyright law.

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## Google-Copiepresse entente cordiale?

Legal proceedings against Google, led by Copiepresse and authors, have been rumbling on since 2006, with claims that Google infringed copyright. Copiepresse won a [2006 ruling \(upheld in 2007 and 2011\)](#) which set a legal precedent forbidding Google from linking to material in Belgian newspapers. The legal challenges seem to have finally come to an end as, in December, the Belgian French-language news publishers, the authors' societies and Google announced a set of agreements that will favour business partnerships and end legal proceedings. A press release on the [Copiepresse](#) site on 13 December, stated, "Google will pay legal fees and work with the publishers on mutually beneficial business partnerships and innovation."

The Belgian French-language news publishers will partner with Google to generate business opportunities from online content, aimed at driving traffic to publisher sites and hence increasing user engagement and revenue for those sites.

This will involve promoting each other's services through methods such as Google AdWords campaigns to attract readers to the

newspapers' websites and by publishers' media carrying advertisements for Google.

Could the agreement in Belgium provide a blueprint for other countries to reach settlement with Google? The search giant is already under increasing pressure in [Brazil](#), France, Germany and Italy...

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## Licence for Europe

The European Commission [announced](#) in December that its copyright review 'Licence for Europe' would focus on rapid action in four areas: cross border licensing, text data mining, user-generated content, & access to individual works. These could have serious implications for PDLN members. PDLN-affiliated organisation IFRRO is organising content owner representation & PDLN board member Sandra Chastanet (CFC) will be involved. ENPA is also engaged, & asked NLA to present the Meltwater case to a FEP seminar for EC staff in December. Meltwater illustrates how licensing of media monitoring activity could be damaged by legal exemptions. Discussion with EC representatives included: how press reviews are licensed and the PDLN Connect efforts to simplify cross-border licensing. EC and ENPA (the European Newspaper Publishers Association) were very appreciative of PDLN's role in providing case studies that demonstrate the effectiveness of market solutions, data on the damage to publishers, and MMOs that might result from badly drawn legislation. Google is clearly a hot topic in this debate. Contact those below for more information.

Contact: [Sandra Chastanet](#), [Andrew Hughes](#) or [Owen Cullen](#)

## ENPA issues 'Media on the Move'

The European News Publishers Association, ENPA, has launched a new publication "[Media on the Move: Facts and Figures on Newspaper and News Media Publishing in Europe](#)". The 52-page publication is designed to help respond to the ongoing requests by the European Commission and policy makers for an overview of statistics relevant to the newspaper industry. ENPA explains, "The newspaper industry in Europe is currently experiencing one of the most significant transformations in its history. Emergence of new technologies has provided a multitude of new platforms to disseminate news content in exciting and innovative ways." The publication draws on WAN-IFRA's "World Press Trends" as a primary source of information together with research from other sources, such as Eurostat, PwC (PricewaterhouseCoopers), KPMG, national regulators and other studies.

Find the publication on the [ENPA website](#).

## Peter Horvath joins Landau Media

President of PDLN from 2008 until June 2012, Peter Horvath, has now joined [Landau Media](#), the 230-person strong German media monitoring and analysis company.

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## PDLN contacts directory

One of the significant reasons for PDLN's success is encouraging business between members. To encourage connections we have added a contact list to the PDLN website [here](#). Please let us know if we should add more names from your company.

Contact: Jennifer Crewe [jcrewe@nla.co.uk](mailto:jcrewe@nla.co.uk)

12 Dutch news publishers have announced a new



common content platform. Known as [Newz](#), it was created by [NDP Nieuwsmedia](#), the trade organisation for Dutch privately funded media companies, and part funded by them. Due to go live in

mid 2013, Newz BV was founded by TMG, Persgroep, Wegener, ANP, Limburg Media Group, SDU, NDC, Erdee Mediagroep, ND, BDU, Friesch Dagblad and FD Media Group. Participation in the platform is open to all news publishers, whether or not members of NDP.

The platform is designed to "make use of multimedia news, strengthening the social function of new media by reaching new audiences". Initially the site will cover press and internet news with plans to add other media sources, including radio. Newz works on a semantic search basis meaning that not only individuals, businesses, places and topics can be identified by keywords but also articles relevant to the relationships between these.

The promo video in Dutch can be viewed [here](#).

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## PDLN seminars, OATS & libraries, 6 March

Two seminars in Paris on 6<sup>th</sup> March will discuss the OATS system; and public libraries and newspapers.

In the **OATS seminar on piracy** we want to focus on misuse of content on the internet and the [OATS online article tracking system](#) which seeks out articles on the internet similar to original articles. Many webpages have copied articles from newspapers, for example, and published them without permission. The webpage may even imply that the piece was written by them. You will learn more about why NLA wanted this tool to be developed, see a demonstration of OATS, hear more from those who have used the tool for some months and gain a publisher's point of view on illegal copying.

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In the second seminar we will discuss the special position of **public libraries in the newspaper market**. Many libraries offer access to newspapers, usually paper copies which users can copy if there are articles of particular interest. Now there is growing demand for access to digital editions of newspapers from public libraries. We'll learn about different approaches to public libraries and PDLN members' experiences, licensing and business models and the differences between various libraries.

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## PDLN 2013 conference: 9-11 June

Join us for our annual conference, this year in Stockholm. Stay in [Berns Hotel](#) in the centre of the city. Take some time to see Stockholm and its archipelago on a dinner boat cruise with us and finish your evening in the city's entertainment district.

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## New Austrian electronic press review

Austria's APA Defacto has launched a version of its electronic press review, '[Pressespiegel](#)'. It now allows users a choice of three ways to review results:

1) A traditional results list, with clickable titles and article full text with attached full page PDF. 2) A page flow where the user swipes through full pages with articles highlighted on the pages. Users can change from full page view to article clipping while swiping through pages. 3) A dashboard with key information from the daily electronic press report presented as charts.

Tone and sentiment information per article can now be embedded directly into the electronic press report and can be refined according to customer preference as well as reflecting traditional positive/negative flags.

All articles carry information about circulation, readership, article size and advertising prices based on the regional editions of each publication and the information can be exported as a .csv table for advertising value analysis.

All features of previous versions are still available such as: individual sorting and printing, clustering, archive search, tag cloud, named entity recognition for people & places.

### Austria Kiosk expands

APA Defacto launched [Austria Kiosk](#) with 25 Austrian newspapers and magazines in 2011. It has now expanded to offer 115 titles from Austrian and international press, with the International Herald Tribune the most recent title to go live. Austria Kiosk serves 5,000 registered users who have purchased over 12,000 single editions and 1,400 packages.

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## CFC launches Distre-Press eClips

In November CFC (the French counterpart to the UK's NLA) launched a French version of NLA's eClips service in a technology partnership with the UK body.

CFC will apply the innovative eClips technology to French newspapers, magazines and other periodicals in order to provide standardised content to press cutting agencies for their press clipping services. The publishers' services will also allow publishers to get their publications in XML format while journalists can get online research access to their publications.

[Distre-Press](#) is now processing 19 national French titles: including Le Monde, Les Echos, Le Figaro, Le Tribune, Aujourd'hui en France, La Croix, L'Humanité, L'Equipe, L'Express, Le Point, Marianne, L'Agefi Hebdo, L'Agefi Actif, Option Finance, Funds and Le Moniteurs des Travaux publics, delivering content to three French media monitoring companies and addressing several thousand users.

CFC, which has been licensing digital reproduction rights to the business sector and press cutting services for 10 years, expects to sustain the licensing activities in this sector by providing better quality content available in adapted format early in the morning for press cutting agencies.

NLA and CFC intend to use the eClips technical platform to offer simpler access to both sets of content through international media monitoring companies during 2013, as part of a wider cooperation between publishers through the [PDLN](#) Connect programmes.

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## Profile: Tim Wolff Jacobsen, Infomedia



Tim Wolff Jacobsen is CEO of [Infomedia A/S](#), the leading Danish provider of global media research & intelligence, incorporating media search, media monitoring and media analysis in combination with services addressing specific needs in the media industry's digitalisation. He joined Infomedia in October 2010 following senior positions at companies including Experian and Capgemini. He also holds board positions at electric vehicle company CleanCharge and IT consultancy Twins Consulting. His experience in the technology field and in establishing digital business models has proven to be very relevant for the challenges facing the media industry in the current years.

In his spare time he enjoys running, horse riding and downhill skiing together with his wife and three daughters.

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## New job for SA's Nothando Migogo

Nothando Migogo, Managing Director of the Dramatic Artistic and Literary Rights Organisation (DALRO) for the last 18 months, has a new position. She moved to the SAMRO Group of companies, DALRO's parent company, on 1 January to take up the position of Company Secretary. Whilst at DALRO she led its move to join PDLN. Sarah-Jane Bosch, DALRO's Business Development Manager, continues DALRO's work to establish press licensing. DALRO's relationship with the Southern African Music Rights Organisation (SAMRO) means that Nothando is likely to continue to interact with DALRO and also with the IFFRO (International Federation of Reproduction Rights Organisations) community. DALRO's new Managing Director, Advocate Nathi Gaisa, will take over in the middle of February 2013.

See Nothando in a video [here](#), taken when she was appointed MD of DALRO.

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Image: © Siphwe Mhlambi

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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 Catherine Dhanjal: [Catherine.dhanjal@theansweruk.com](mailto:Catherine.dhanjal@theansweruk.com)

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