

PDLN conference success

The PDLN's 2014 conference in Madrid was a successful event for delegates and presenters and also resulted in very good local press coverage for PDLN and hosts CEDRO.

Andrew Hughes, President of PDLN thanked CEDRO for hosting such an accomplished event.

Coverage in 25 outlets from *Cinco Dias* to *La Nueva Espana* and *El Mundo* focused on CEDRO asking companies to respect the rights of newspaper publishers.

The presentations are all now available on the members section of the [PDLN website](#).



Photo shows (from left): Pedro de Andres - President of CEDRO, Magdalina Vincent - CEO of CEDRO, and Andrew Hughes – President of PDLN

In this issue

* PDLN conference success

Regulars

News from Members et al

- * CEDRO–NLA agreement
- * Blendle: Dutch launch
- * Follow ENPA & IFFRO
- * Italian copyright issues
- * MMOs change hands
- * PDLN conference 2015
- * Recent copyright cases
- * Licences for international content
- * TDM exemptions
- * September seminar on selling copyright licences

PDLN News

- * Profile: Jon Anders Tangnes
- * Profile: Jennifer Crewe



Delegates at the PDLN conference in Madrid

Over 30 delegates attended the three-day conference.



Photo shows (from left): Andrew Hughes – President of PDLN, Teresa Lizaranzu – Spanish Telecoms Minister, Pedro de Andres - President of CEDRO

CEDRO signs deal with NLA media access

CEDRO and NLA media access have agreed to allow media monitors and users in both countries to receive and use newspaper content, in response to requests from users to make it easier to use international content.

Cinco Dias, El Mundo, El Pais and other leading Spanish titles can now be delivered as part of UK press cuttings services, and the Telegraph, Guardian and Independent can be delivered through licensed Spanish agencies. The content is automatically included in current licenses at existing local prices, so no additional agreement is required by users or agencies.

NLA is also making its eClips service available to CEDRO-licensed agencies.

To find out more:

www.nlamediaaccess.com/uploads/public/News/140506%20CEDRO%20NLA%20release.pdf

New Dutch news platform: Blendle

Media consumers can now buy individual articles from 15 newspapers and magazines in the Netherlands, a country where most newspapers have paywalls. Publishers receive 70% of the revenue and Blendle 30%.

The site also offers a money-back guarantee for readers who don't like what they read.

Co-founder of the initiative, Marten Blankesteijn, [quoted in the FT](#), said, "We want to show publishers that you can really make money from people who never paid for journalism before."

As well as being boosted by private funding, the initiative has received €200,000 from Stimuleringsfonds voor de Pers, a Dutch government-funded body.

The FT also interviewed analyst Douglas McCabe of Enders Analysis who said the model would "likely struggle in countries such as the UK and US".

More information is available at: <https://blendle.nl/>

ENPA and IFFRO news

The European Newspaper Publishers Association (ENPA) and International Federation of Reproduction Rights Organisations (IFFRO) also produce newsletters with information about industry news and court cases as well as news from the organisations themselves.

ENPA's news alerts are available on provision of your name and email address at: www.enpa.be/en/special-editions-en-pictures/latest-news-6.aspx

To sign up for the IFFRO News, enter your email address on the 'receive our newsletter' link to the left of the homepage: www.iffro.org.

Italian copyright infringements

Promopress is meeting resistance from two prominent Italian press cuttings agencies who have refused to take a Promopress licence.

Set up in 2012, Promopress includes around 90% of Italian publishing companies' newspapers and periodicals and was set up to encourage market solutions for the protection of editorial content. Most publishing companies in Italy specifically prohibit the reproduction of their works under the general rules of national copyright law.

PDLN has written to the agencies, DataStampa and L'Eco della Stampa, expressing regret over their actions and urging them to reconsider their position.

Contact: Isabella Splendore splendore@fieq.it

MMOs change hands

Kantar Media has acquired Precise Media Group, a UK monitoring and evaluation company. Kantar Media in turn is part of Kantar, WPP's data investment management arm and an insight, information and consultancy group.

[WPP describes](#) the acquisition as strengthening "the global expertise of Kantar Media in delivering media reputation tracking and impact analysis for PR campaigns across the board, bridging mainstream and social media with highly innovative technology."

Meanwhile GTCR has purchased Cision and Vocus, [it says to](#) "form a premier global public relations cloud company".

And UK media monitoring company Gorkana is reportedly on the market, potentially leading to a further shake up.

PDLN's 2015 conference: Zurich

Stop press: Swissdox will host the 2015 conference, to be held in Zurich on the 7-9th June 2015.



Copyright cases: Meltwater-NLA, Retriever-Svensson

Earlier this year the Court of Justice of the EU (CJEU) ruled in favour of Retriever in the 'Svensson-Retriever case'. Four journalists working for Sweden's Goteborgs-Posten newspaper had taken Swedish web aggregator Retriever to court for copyright infringement after Retriever provided links from the GP website to their clients.

The CJEU's reasoning was that since the articles were already *freely available* via the GP website, that Retriever was not communicating the articles to a 'new public' and not infringing copyright even if the recipients thought that the material originated on the Retriever website. The key element of the ruling is that this applies to works which were already publicly and freely available and that the 'public' to whom Retriever provided the links could be argued to be the same as those targeted by GP.

In the recent Meltwater case, (Meltwater and PRCA vs NLA), the ECJ verdict on the temporary copying exception was delivered on 5th June. This is likely to have little effect on web licensing in the UK since current services require an end-user licence. The ruling means that end users can view web cuttings over a browser only. This will result in a higher charge for the MMO. The NLA sees streaming services as an area of potential concern.

Contact: John Friesland john.friesland@retriever.se

PDLN News

Licences for international content

PDLN met AMEC and FIBEP representatives in Madrid during the annual conference in June to discuss how to develop mutually acceptable licences for international content.

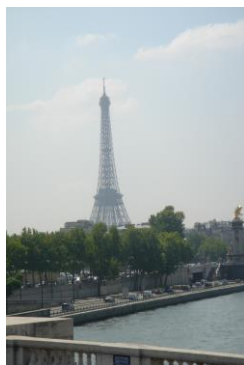
The absence of clear data on the size of the opportunity was – in the PDLN view – an obstacle to progress. If there was a substantial revenue opportunity it would be easier for press representatives to make a business case for developing licences to cover such use, especially given the MMO suggestion that licence terms and fees should be lowered.

PDLN proposed the MMO organisations should survey their members on the extent and importance of international coverage. AMEC and FIBEP would act as data gatherers and would aggregate and anonymise responses. Both have agreed to do this and we hope to review results in the autumn.

The PDLN discussion paper summarising its thinking and proposals can be found on the PDLN website:

www.pdln.info

Newsflash: seminar on selling copyright licences



CFC is to host a seminar on selling copyright licences, with the aim of sharing best practice and recent developments in new licences.

Paris: Monday 29th September 2014

For more information, visit:
www.pdln.info/seminars-all/ or
contact jcrewe@nla.co.uk

Proposed text & data mining (TDM) exemptions – PDLN board statement

PDLN notes with concern that the EC DG Research, Innovation & Science is actively supporting the idea of a copyright exception for text and data mining (TDM) that could include an exemption for commercial press review services from copyright law.

PDLN shares and supports ENPA in objecting to this damaging and inappropriate attack on creators rights.

PDLN has 29 members in 19 countries, mostly in the EC, who are actively engaged in representing over 10,000 publications in supplying and licensing press review services.

This licensing and supply contributes significant revenues to supporting publishing.

Proposing an exemption from copyright for commercial providers who base their services on content paid for by publishers is perverse. It has no economic logic as it will only undermine incentives for development of new services and reduce the legitimate income of creators.

PDLN encourages members to support ENPA lobbying on TDM. Contact: Francine Cunningham

francine.cunningham@enpa.be



Profile: Jon Anders Tangnes, Opoint



Jon Anders Tangnes is COO of Opoint in Norway. Opoint is one of the leading media monitoring companies in the Nordic countries, with 170 employees and more than 1.800 customers in Norway, Sweden, Estonia and Poland. Opoint also delivers content and monitoring solutions to more than 30 other media monitoring companies in Europe, Russia and India.

The system is scaled to the extent that more than 100,000 web sources are covered and it finds 1.7 million news articles every day. Amedia (second largest publishing house in Norway) is an owner of Opoint, and proper use of copyrighted material is important for Opoint. Opoint also delivers different technical tools for other members of PDLN (Online Article Tracking System, Quality assurance etc.)

Jon Anders Tangnes is 49 years old, from Oslo in Norway. He has been Sales Manager, Publishing Manager in The Norwegian Trade Council and Managing Director in KAN, a part of The Norwegian Association of Masters of Science in Economics and Business Administration. He is also a board member of The Norwegian Tax Payers Association and Lay Judge in Borgarting Court of Appeal. Has been employed in Opoint since 2007 and is now the COO in Opoint in Norway. Outside the office Jon Anders spends his time with his family and dog, or up in the mountains or along the road jogging or cycling.

He joined the PDLN Executive Board in June 2014 and says, "I am honoured to be a member of the PDLN Executive Board and am looking forward to contributing in the effort to establish fair and reasonable copyright rules in the market. Many important and challenging tasks lie ahead, so just let's get started!"

Contact: Jon Anders Tangnes jonanders@opoint.com

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

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

PDLN Press Database and Licensing Network, c/o NLA media access, 16-18 New Bridge Street, London, EC4V 6AG.

Profile: Jennifer Crewe, PDLN secretariat and NLA

Jenny Crewe works as Publisher Services Executive at NLA media access and has been there for two years having joined in 2012.



NLA media access is a rights licensing and database company owned by the publishers providing access to and licensing the re-use of published content in the media monitoring market.

Jenny's role involves responding to publisher queries regarding the various services the NLA offers to the publishers such as the Online Article Tracking Service and the NLA database service available called Clipshare. Jenny also acts as account manager for the international RRO agreements.

She also recently took on the role of secretariat for the PDLN, helping to organise the annual conference, various seminars that run throughout the year, as well as maintaining the website and social media.

Before joining the NLA, Jenny studied Economics and Politics at Swansea University and in her spare time, she enjoys travel and running.

Contact: Jennifer Crewe jcrewe@nla.co.uk

newsletter

Press Database and Licensing Network



No 21: July 2014