

NewsRight closes, Moreover takes brand

[NewsRight announced](#) in May that it was joining forces with Moreover Technologies and BurrellesLuce to offer content licensing, tracking and distribution services. Paul Farrell, President of Moreover Technologies, claims, "With the NewsRight partnership, Moreover and BurrellesLuce bring one consolidated source of licensed content to the marketplace."

The NewsRight brand is set to continue and Moreover's Metabase Premium offering will be renamed NewsRight. BurrellesLuce will handle licensing and aggregation and Moreover will be responsible for billing and tracking (see more at [Nieman Lab](#)).

The role that NewsRight took in promoting licensing of original news content will now be assumed by the Newspaper Association of America (NAA).

As we reported in our September newsletter, NewsRight's largest contract was with Moreover Technologies. The agreement was hailed as the first of its kind to allow Moreover clients to get licensed use of news content from hundreds of US newspapers' digital platforms and to learn how that content is being consumed across the internet. Other clients were slow to follow; Cision was its only other significant client.

The fast-moving digital content world combined with the slow-moving decision-making of the consortium seems to have been the death knell for NewsRight.

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PDLN 2013 conference: 9-11 June

PDLN's biggest and best conference so far took place in Stockholm in early June. 46 delegates from 19 countries worked through a packed programme including the formal admission of five new members, presentations from ENPA Secretary General Francine Cunningham, Jan Helin, Publisher of Aftonbladet, Scandinavia's leading paper, and Jeanette Gustafsdotter, CEO Utgivarna from the Swedish Publishers Association. Dawn Conway of Cision spoke on media evaluation (AMEC) and US market developments.

For many delegates the presentations from the growing membership on their successes and challenges were especially interesting. CEDRO (Spain), DALRO (South Africa), Promopress 2000 (Italy) and Visapress (Portugal) set out the status of establishing effective press licensing in their countries.

Sharing experience and lessons learned can save valuable time. We were joined by RROs from USA, Finland, and MMOs from USA and Europe for part of the event.



TT and Retriever were great hosts and the hospitality and – especially – the boat trip round the Stockholm archipelago (on the boat used by Bruce

Springsteen earlier in the year) were memorable.

2014 Conference: Madrid

The 2014 conference will take place in Madrid in June, more details to follow.

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AMEC summit 'Unlocks Business Performance'

Andrew Hughes, PDLN President and Commercial Director of the NLA, presented at the AMEC's 5th European Summit, titled "[Unlocking Business Performance](#)".

Speaking on the changing nature of the economy in "Shaping Future Business Models", he introduced the audience to PDLN, its membership and aims, including the PDLN Connect programme which is developing standards for data access, compliance, reporting and licensing and aims to simplify licensing and content supply.

He explained how 52 of the largest 100 economies are companies and most major media monitoring organisations are now internationals. He also examined the challenges that international use presents to licensing models

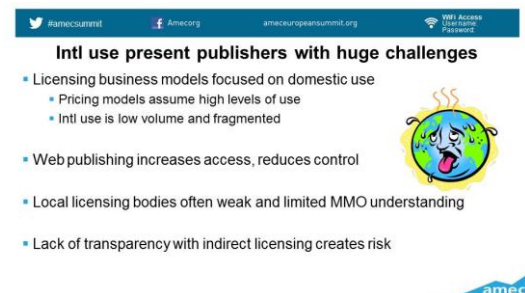
developed for domestic use.

Challenges such as reduced

access and increased control of web publishing coupled with weak local licensing bodies and lack of transparency of indirect licensing creates an environment of risk.

The UK's NLA embraces MMOs as global partners and was the first to offer a global licensing product through its eClips International and is now launching an International MMO licence.

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Intl use present publishers with huge challenges

- Licensing business models focused on domestic use
 - Pricing models assume high levels of use
 - Intl use is low volume and fragmented
- Web publishing increases access, reduces control
- Local licensing bodies often weak and limited MMO understanding
- Lack of transparency with indirect licensing creates risk

Walls go up at Washington Post

The Washington Post has become the latest publisher to protect its content behind a paywall. The move is being phased in between 12th June and "some time in July" with readers still benefitting from free access to 20 articles a month and full access available at [\\$9.99 a month](#). At the [PDLN Conference](#) [member log in] CISION's Dawn Conway reported that almost 450 North American newspapers had implemented paywalls in the past 18 months.

In the UK, the Telegraph's paywall went live in March and it has recently released statistics for its website visitors in April, which show that "traffic continues to grow despite launch of metered paywall", [Press Gazette says](#). It operates a similar model of 20 free articles per month for .co.uk readers whilst it has reduced the level to 10 articles a month for its international version.

The Sun will operate a paywall from 1st August with its Sun+ offering at [£2 per week](#) covering all existing content on The Sun website, full digital access and "near-live" highlights from Premier League matches.

As Reuters' Felix Salmon [points out](#), "there is now only one major US newspaper without a paywall of some description" (USA Today) and warns that there does "seem to be a clear move to the right over time, towards less porous and more expensive paywalls".

However, the newspapers' battle against "free" news continues with recent developments by social media such as LinkedIn's acquisition of the Pulse news app and Twitter's reputation for breaking news.

New Nordic media alliance

Three Scandinavian media research and intelligence services formed a new alliance in April: [Media Intelligence Alliance](#). The 300-employee organisation aims to 'strengthen the media intelligence industry and setting new standards for Nordic and international PR and communications solutions'.



Under the Media Intelligence Alliance, Denmark's Infomedia, Sweden's Infopaq and Norway's Opoint aim to be "the leading supplier of media intelligence services in Northern Europe".

Services are grouped into three offerings: media analysis, media monitoring, and consultancy and training.

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Five new PDLN members

PDLN's annual conference saw five new members join the association, bringing it to a total of 29 strong.

New Zealand's Print Copy Media Agency ([PMCA](#)) has joined as a full member. (See profile of Manager Julian Jones on the back page.)



Spain's [CEDRO](#) (Centro Español de Derechos

Reprográficos) has been approved as an observer. CEDRO is a member of the newly-formed Asociación para el Desarrollo de la Propiedad Intelectual, [ADEPI](#), created to raise awareness and educate society in the enforcement of intellectual property rights.

STT > Viestintäpalvelut

Finnish organisation [STT Viestintäpalvelut](#) has joined as a full member. STT is "the leading news and picture agency in Finland", privately owned by 38 Finnish media companies. It has around 180 employees and offers a news service, picture service, and communications service comprising press release distribution and media monitoring.

Italy's [Promopress 2000](#) (see [January newsletter](#)) has also been confirmed as a full member.

South Africa's [DALRO](#) has been accepted as an observer. (See back page for news on its new MD, Nathi Gaisa.)

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AMEC FIBEP merger on hold

In our [November newsletter](#) we reported that AMEC and FIBEP, leading worldwide trade bodies in the field of research and media intelligence were planning a new merger consultation process.

We can now report that in a joint statement the organisations describe the discussions as "positive" and that "outline concrete steps towards cooperation are being studied".

David Rockland, AMEC's Chairman, and Mazen Nahawi, FIBEP's President, advise that "this includes cooperating closely on all matters of mutual interest, including licensing challenges and promoting the media intelligence industry".

Amalgamation discussions were also held in 2007-8, with the current steps aiming to overcome the obstacles raised in the earlier meetings.

The 5th June joint statement can be read [here](#).

Opoint acquires Newspoint

Opoint, a wholly-owned subsidiary of Amedia, has acquired the company Newspoint in Poland. Newspoint was previously a division of Netsprint, which is also a wholly-owned subsidiary of Amedia. Newspoint is now 100% owned by Opoint.



Newspoint works on solutions for media monitoring and social media monitoring in Poland and internationally. They have their own online platform, which is used by many large private and public businesses in Poland.

Opoint says this acquisition further strengthens its media monitoring, especially within social media monitoring. The company will continue to focus on media monitoring in the Polish market, as well as increasing the focus on content and technology deliveries to the international market.

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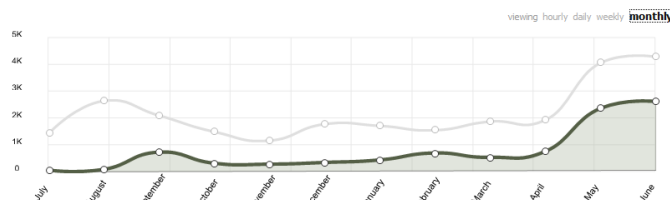
PDLN website traffic doubles

New statistics from the PDLN website show it continues to grow in popularity, with considerable increase in visitor numbers during May and June (see chart below).

We reported in our March newsletter that there were around 2,000 page views over 30 days in March; this doubled to over 4,000 page views over the month of May with visits climbing still further as we move into June.

Traffic Overview

Statistical data gathered from your website usage logs. Search engine crawls and other specially identified hits are not factored in to your unique visitor counts. This data is updated roughly every 10 minutes.



Current news is the most popular section with around 45% of visits, followed by the home page at around 13%. Within the last month there were 6,182 page views.

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New Managing Director of DALRO



DALRO welcomed its new MD, Advocate Nathi Gaisa, in February 2013.

Nathi completed his LLB at Nelson Mandela Metropolitan University and is registered toward his MBA at Edinburgh University. He furthered his legal and executive education with a number of diploma and non-degree courses and is an Advocate of the High

Court of South Africa. In addition, he is a member of a number of professional associations in South Africa and the United Kingdom.

In his varied professional career, Nathi has vast experience in the fields of law, human rights and communications, holding the position of Managing Director at a communications company and practising as an Advocate at the Johannesburg and Port Elizabeth Bars.

Nathi aims to steer DALRO forward in its current and new business endeavours and keep it at the forefront of copyright education and new innovation.

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Profile: Julian Jones, PMCA

Julian Jones is the Manager of the Print Media Copyright Agency (PMCA) in New Zealand, which was established in 2003 in order to provide copyright licences to organisations wishing to use articles appearing in newspapers and magazines.



The PMCA is a division of the New Zealand Press Association Limited which works in conjunction with the Newspaper Publishers' Association (NPA) – the trade association of the New Zealand newspaper industry. As a new member of PDLN, the PMCA is ambitious to explore opportunities for international collaborations that will protect publishers' interests and simplify the licensing process for clients.

Julian joined the PMCA in 2010 having previously worked in marketing. He is currently driving efforts to develop and expand the company. In his spare time he enjoys climbing, golf and touring New Zealand.

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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

To subscribe to this newsletter, contact PDLN Secretariat pdln@presse-monitor.de

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