

PDLN annual conference report - Zurich

SwissDox hosted PDLN's 9th conference in Zurich in June.

The event was excellent: good networking, excellent presentations and an enjoyable social programme. The venue – a superb hotel high above the lake with views of snow-capped Alps in the distance (and FIFA headquarters in the foreground) – was one of the many stars.



In this issue

Pg 1-2: Report from PDLN's annual conference report

News from Members et al

Pg 3: FIBEP presents at PDLN conference

Pg 3: AMEC presents at PDLN conference

Pg 3: Korean Press

Foundation joins PDLN

Pg 4: Cision/Gorkana integration moves ahead;

Cision UK acquired

Pg 4: AMEC Summit

Pg 4: EU Copyright Directive progresses

PDLN News

Pg 5: PDLN General Assembly & Elections

Pg 5: PDLN achievements

Pg 6: Profile: Søren Clausen

Profile: Kirsi Salmela

The conference theme – globalisation of services – was underlined by presentations from FIBEP general secretary Florian Laszlo and AMEC president Jeremy Thompson (see more on page 3).

Both stressed the growing client requirement for cross-border access to press data and rights, and the growing acceptance of licensing by the MMO and client communities.



The challenge – underlined by recent EC statements – to PDLN members and the press is to establish licensing in the many areas where no clearance system exists, and to find workable international models which are compatible with the established domestic licensing arrangements.

PDLN committed to review and update its PDLN Connect standards to support globalisation.



The conference also heard from local publisher NZZ on the publisher response to the digital challenge, a presentation from local licensing body Prolitteris on the unique Swiss statutory approach to licensing, and from Spanish publishers and licensing body CEDRO on the impact of legislation designed to ensure free web services contribute to the press.

But the main business of PDLN was the extensive networking and discussions between members and guests, which included leading MMOs and licensing bodies. Deals were being done and relationships being built, not least over the informal dinner at a local brew house and the formal dinner overlooking the lake.

For some the strongest memory will be host Jürg Mumprecht leading delegates through the woods at night in a violent thunderstorm.

The conference presentations are on the PDLN website (log in required): www.pdln.info/conferences/2015-zurich/presentations/

Access to content now a 'major business issue' says MMO survey

Florian Laszlo, FIBEP general secretary, presented the results of AMEC's 2015 MMO survey at the PDLN Conference.

This showed that half of those surveyed felt that access to content is now a major business issue in the country in which they operate. Almost 40% think that the lack of an international licence giving access to content is now a major barrier to developing more international business.

Respondents' top priorities are: clarification & harmonisation of existing copyright exceptions, ensuring adequate remuneration for rights holders for MM&A activities, and adapting copyright rules to the digital environment.

Florian's full presentation is on the PDLN website (log in required): www.pdln.info/conferences/2015-zurich/presentations/

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European Trends and perspectives



Media intelligence in the global village

Jeremy Thompson, CEO of Gorkana Group and chairman of AMEC, presented at the PDLN Conference. His session looked at how the fragmentation of media has led to the growing importance of earned media such as Twitter, Sky News and Facebook over paid media. This, along with other factors such as rapid story spread on a global scale has meant that media intelligence has become an essential tool to navigate threats and opportunities to reputation and the business.

He commented on the rise in investors spotting the importance of media intelligence companies through acquisitions such as private equity firm GTCR purchasing Cision and Vocus. Premium hybrid providers such as Gorkana and iSentia are not only ranked highly in industry awards (1st and 3rd in the AMEC 2014 awards) but are also notably increasing their average revenue per user (ARPU).

Media intelligence has moved from the realm of paper cuttings to highly advanced monitoring, analytics and visualisations, often in (almost) real-time. Whilst Jeremy reported that 86% of PR agencies recognise the importance of measurement and analytics, business intelligence experts increasingly rely on tools such as Gorkana to scan the horizon for emerging issues and to identify spots and hot issues.

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Korean Press Foundation joins PDLN

The Korean Press Foundation (KPF) has joined PDLN as its fourth Pacific rim member.



About KPF Service Publications

About KPF
Introduction
Mission & Vision
KPF history
Organization
Directions

Introduction



Thank you for visiting Korea Press Foundation (KPF)'s web site !

Originally established as Korea Newspaper Center in 1962, KPF has been shaping and leading the history of the press and journalism in Korea over the last five decades. The emerging new media and new technologies continue to cause rapid transformations in news media environment today. Nevertheless, the true purpose of journalism and news media, as cradle of democracy and credible sources of knowledge and information, remains the same and more important than ever. Yet our news media industries, including newspapers, face a crisis of unprecedented scale and nature.

Korean government sought to help Korean news media industries overcome current situation by newly launching KPF on February 1, 2010, as public institution, combining three previously existing institutions, i.e., Korea Press Foundation, Newspaper Commission for the Press, and Korean Newspaper Circulation Service. Our mission is to manage the crisis currently facing journalism and media industries in Korea, and thereby to help Korean media industries adapt actively to new media and information technologies. KPF strives to rise to the challenges presented by this day and age by promoting the use of the press as an instrument for social diversity and inclusion.

KPF has a very successful record in licensing use of press content in the government sector, generating over €6m p.a. for members, and is seeking to diversify its income through more business licensing. KPF runs sophisticated PDF and mobile information products and has a wider responsibility for promoting the press. It enjoys active government support in the state sector.

KPF hopes PDLN membership will allow it to build better understanding of business and media monitoring licensing.

Sang-Hyun Lee, KPF director who travelled over 10,000 miles to attend the Zurich conference, said, "The PDLN conference was excellent. We look forward to co-operation and close communication with PDLN members on copyright issues."

The KPF presentation is on the PDLN website (log in required): www.pdln.info/conferences/2015-zurich/presentations/

For more information, visit: www.kpf.or.kr/eng/intro.do

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Cision/Gorkana integration moves ahead

An [11th June ruling](#) by the UK's Competition and Markets Authority has given GTCR permission to "start integration planning meetings in relation to the combination of the US businesses of Cision/Vocus and Gorkana".

It further specifies that the Cision/Vocus employees involved in the US integration planning meetings must be limited to non-UK-based individuals who are not currently involved in the operation of the Cision/Vocus UK business.

More information: https://assets.digital.cabinet-office.gov.uk/media/557aefdbe5274a1583000003/Derogati_on_11_June_2015.pdf

Cision UK acquired

In the UK, meanwhile, Cision UK has just been acquired by Vuelio (24th June).

Vuelio is a leading provider of stakeholder engagement software and will become the exclusive provider of Cision and Vocus PR software in the UK, bringing together media data, content and relationship management software.

More information: www.cision.com/uk/press-release-vuelio-acquires-cision-uk/

AMEC summit

AMEC held its [International Summit on Measurement](#) in Stockholm earlier in June.

50 client and industry speakers from across the world took part in the two-day summit.

A series of commitments to "make measurement mainstream" has been made as a result of the summit, including:

- To develop and launch a new measurement framework to reflect the reality of integrated communications
- To invest in a global PR and education campaign to reaffirm AMEC support for the Barcelona principles and the new integrated communications measurement framework and to integrate the market about the importance of measurement
- To work harder with all AMEC members internationally and with partner PR association members, clients and academics throughout the world to make measurement mainstream

More information: <http://amecorg.com/2015/06/the-big-measurement-push-series-of-commitments-from-stockholm/>

EU Copyright review battle progresses

The first half of 2015 has seen furious lobbying by publisher and creator groups to counter the radical anti-copyright proposals by Pirate Party MEP Julia Reda.

The European Parliament's Legal Affairs Committee voted on the Reda proposals to amend the 2001 EU Copyright Directive on 16th June. The next stage is for the full Parliament vote and possible further amendment on 9th July.

In general, publisher representatives are pleased that many of the more dangerous Reda ideas have been removed or watered down.

In a presentation to the AMEC conference, EC official Eric Barner made it clear that the EC would not be proposing radical changes to copyright, given it is essential to encourage creativity and employment, but was seeking improvements to the single digital market.

AMEC and FIBEP had requested MMOs should benefit from significant exemptions and regulation of fees on residual copying; ideas that were politely rejected. Barner did make clear that he shared MMO frustration with the limited, diverse and sometimes expensive licensing solutions which had frustrated EC's own operation of international media monitoring; an issue PDLN members should note.

The European Parliament has issued a press release on the non-legislative resolution, stating that "Forthcoming proposals to reform EU copyright law for the digital era and EU digital single market must protect Europe's cultural diversity and citizens' access to it, whilst striking a fair balance between the rights and interests of rightholders and users."

MEPs are lobbying the Commission to improve cross-border accessibility of services and copyrighted content, whilst also retaining the importance of territorial licences. They are also encouraging the Commission to consider the impact of a "single European copyright title" and whether exceptions, such as allowing scientists to mine text and data, will challenge the operation of the single market and lead to legal uncertainty.

PDLN continues to work with ENPA and others to ensure copyright is protected, and to encourage the development of market solutions to licensing and access for MMOs.

More information: www.europarl.europa.eu/news/en/news-room/content/20150615IPR66497/html/EU-copyright-reform-must-balance-rightholders%E2%80%99-and-users%E2%80%99-interests-say-MEPs

PDLN General Assembly and Board Elections

The General Assembly approved a reduction in fees for smaller members, designed to encourage start up licensing organisations, with an offsetting increase for the larger members.

Søren Clausen of Infomedia was elected to the PDLN board, replacing Tim Wolff Jacobsen. Søren brings many years content and publisher relations expertise to PDLN and Infomedia's perspective as a publisher owned online media service will help focus attention on updating and implementing PDLN Connect standards.

The board re-elected Andrew Hughes (NLA) and President and Ruediger Baumberger (APA) as Vice President.

What has PDLN achieved? A personal view from Andrew Hughes, PDLN president

PDLN's mission is simple:

PDLN aims to protect and promote the interest of publishers in media monitoring services. Its members seek to encourage the development of simple, efficient market solutions to the supply and use of press information internationally.

The organisation started forming in 2007 and was officially set up in 2008.

Has it delivered, and if not, why not?

Because there is no simple one-stop-shop for international press we often undersell what PDLN has achieved, in several ways. However, there is a long list of real deals that have been created between PDLN members and others. PMG presented the list below, for example, and other members could offer similar evidence.

PDLN member	coop with PMG since	number of publications	products offered
NEW! CEDRO	2014	195	scanning rights
Swissdox	2011	108	scanning rights
NLI	2011	98	scanning rights
NLA	2009	34	data feeds
APA	2001	67	data feeds + scanning rights

.... also direct agreements with publishers in:
Switzerland, the UK, the Netherlands, Denmark and France
(all with data feeds AND scanning rights)

.... and cooperation with Opoint (as service provider)

PDLN has also helped sponsor the development of licensing in a number of countries. We can claim to have helped Portugal, Poland, Italy, Spain and others move forward in this area. International solutions need to be built on a national framework. PDLN has contributed to encouraging the development of licensing.

PDLN has also developed a toolkit - PDLN Connect - of standard licences (for users, MMOs and cross licensing deals), MMO reporting templates, a content catalogue, and the Rights Knowledge Exchange.

To do this in the few years PDLN has existed, and to do it with minimal cost and bureaucracy, are achievements we can be proud of. We have also seen clear evidence of idea sharing at work, for example in the areas of PR licences, and web licensing.

Finally, and not least, PDLN has built effective working relationships between members and with MMO organisations AMEC and FIBEP. FIBEP were invited to speak at our first conference in Brussels. We always invite MMOs and users to present to our conferences. We have been open and created mutual respect and trust. These are the conditions for progress.

There is work to do and we will focus on the next stages of PDLN Connect. We have work to do. But we also have a record we can be proud of.

Profile: Søren Clausen, Infomedia



Søren Clausen is chief media officer at the Danish media intelligence company, Infomedia. The company was established by two of the largest Danish publishers back in 2003 and is the market leader in Denmark, providing media monitoring, media analysis and media archive services. Søren joined Infomedia in 2007 and is in charge of editorial production, search and QA. He has been in charge of the licensing operation of the company since 2012, managing around 350 licence agreements with Danish publishers.

Søren joined the board of PDLN in June 2015 with the aim of strengthening the activities related to the PDLN Connect programme. Infomedia has grown a large international network over the last seven years and now works with more than 70 MMOs around the world.

The company has extensive insights into the commercial and legislative concerns relating to international collaboration, and has already contributed to PDLN's work with international standards. Søren will ensure that this contribution continues and will seek to drive it further. He also finds great interest in sharing knowledge about the development of new licensing models that deal more directly with the publishers' "new" digital business strategies.

Privately Søren lives in Copenhagen with his girlfriend and their two children. He dedicates as much as possible of his spare time to the two main hobbies, music and football – both as a spectator and as an active player.

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Profile: Kirsi Salmela, Kopiosto



Kirsi Salmela is the licensing manager of Kopiosto in Finland. She joined Kopiosto in 2004 having previously worked as a lawyer.

Copyright Society Kopiosto was established in 1978. Kopiosto represents Finnish authors, photographers, performing artists and publishers in all fields of creative work.

Kopiosto grants licences for the photocopying of printed material protected by copyrights and for their electronic use, as well as for the various ways of using audiovisual works. Kopiosto also seeks new licensing solutions to meet the needs presented by modern communications.

The Society has recently expanded its business licence to include digital copying and distributing articles from newspapers and periodicals, therefore the cooperation opportunities in PDLN are a great opportunity to learn from senior members and share experiences with colleagues.

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Kopiosto is not a PDLN member but PDLN has invited them to join

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

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Press Database and Licensing Network



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