

PUBLISHERS RIGHTS BATTLE HEATS UP

The proposed publishers' right – which would support licensing by publishers by confirming their rights to address use of web content by aggregators, including MMOs, - is working its way through the EC legislative process. EP Rapporteur Therese Comodini Cachia's report on the EU copyright reform package recommends rejection of the proposal for a Publisher's Right and a modified right is suggested.

Europe's leading Newspaper and Magazine Publishers' Associations EMMA, ENPA, EPC and NME said: "Mrs Comodini has bypassed the fundamental issue that the Commission addressed in their proposal that the law should recognise that publishers own the content they publish and make available. She fails to address the problem, which her own group identified in their position paper, namely, the relationship between publishers and news aggregators and search engines. A legal standing through a neighbouring right is more straightforward than her construct which incentivises litigation over negotiation."

At the same time the definition of an exception for the education sector where content is used for 'illustrative purposes' is causing alarm amongst licensing bodies addressing that sector, and the text and data mining proposal is also creating concern.

PROMOPRESS WIN ITALIAN MMO LEGAL CASE

PDLN Italian member Promopress won a significant legal case against Italian MMOs Data Stampa and Eco Stampa at the end of 2016. While most Italian MMOs had agreed terms with Promopress. The two larger agencies had argued licences were not needed. The ruling has confirmed fees are payable. Some aspects are being appealed to ensure greater clarity.

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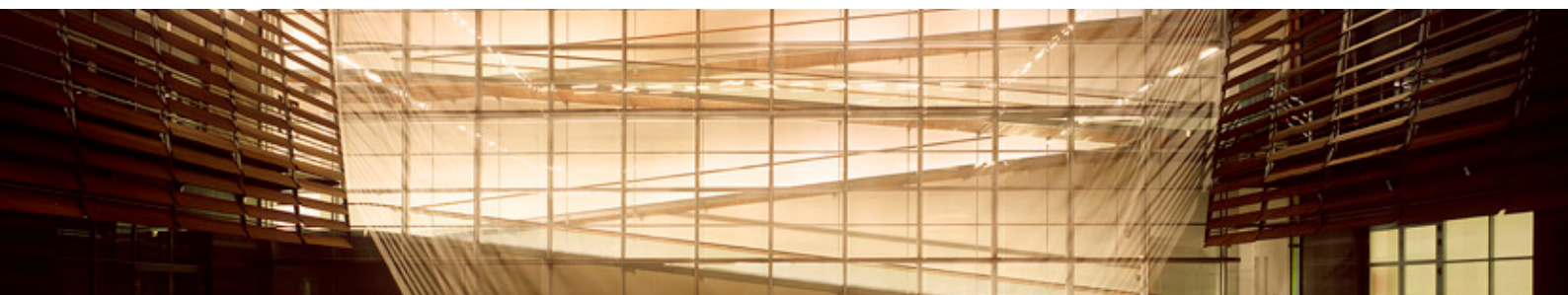
in this issue

- Publishers rights battle heats up
- Promopress win Italian MMO legal case
- Economist, TalkWalker and FIBEP President confirmed for PDLN Conference
- PMG expansion continues
- Spanish MMOs and CEDRO trial data service
- Spanish Supreme Court confirms ruling against Youkioske
- Kantar changes
- 24 PDF busters meet at PDLN Vienna seminar
- Guest blog : Michelle Sara King, Consultant to News Media Alliance
- Future events

ECONOMIST, TALKWALKER AND FIBEP PRESIDENT CONFIRMED FOR PDLN CONFERENCE

PDLN annual conference meets in Athens Jun 4-6th, hosted by OSDEL. Speakers now include FIBEP president Alexis Donot, TalkWaker founder Christophe Folschette, and Economist Licensing Director Jo Alexandre. The dinner venue is the Benaki Museum, recently listed as a must see by leading UK newspaper, the Telegraph. The conference website is www.pdln-conference.strikingly.com

> The booking deadline is April 14th.



PMG EXPANSION CONTINUES

PMG has significantly extended its agreement with NLA media access. German media monitoring organisations and their clients (in the German speaking market) are now able to receive and scan and deliver UK print and web content under their agreements with PMG. Web scraping can be licensed and article-PDFs will be added to NLA's data feeds. PMG can also incorporate NLA material in its media evaluation services. NLA and PMG expect this simplification of licensing agreements will benefit users and increase revenue to rights holders. NLA continues to offer direct licences to German MMOs so these can choose what best suits their clients.

PMG is continuously making efforts to extend its coverage of important foreign media. In February Bloomberg News and other Bloomberg services were added to the PMG database. PMG and CEDRO are also about to deepen their cooperation by adding data feeds of 6 important Spanish newspapers. Talks with Dutch, Swiss and US publishers are under way. With the support of Norwegian service provider Opoint (PDLN observer) PMG is now offering the contents 260 Websites in real time, more will be added continuously, also directly from publishers.

Oliver Grassy, MD, PMG said: *"We welcome the addition of valuable international content to our MMO and direct services. PMG is committed to working with the MMO market to create simple solutions for users."*

SPANISH MMOS AND CEDRO TRIAL DATA SERVICE

PDLN Spanish member is trialling a data service for licensed MMOs in Spain, working with NLA. The aim is to simplify content access and support the use of licensed content for licensed clients. An initial 3 month trial finishes in March and initial feedback is positive. CEDRO has also licensed NLA to offer Spanish content in the NLA licence for MMOs in UK and internationally.



SPANISH SUPREME COURT CONFIRMS RULING AGAINST YOUKIOSKE

On 15 December, the Spanish Supreme Court confirmed the **earlier ruling** against Youkioske which was issued by the National Audience in February 2016. The Supreme Court held that the Youkioske website gave illegal access to thousands of newspapers and magazines without the copyright holders authorisation. This was held to be a crime against intellectual property and the establishment of a criminal organisation as a result, the Court imposed imprisonment for those responsible for the Youkioske website. The decision highlights once again the importance of respecting intellectual property and authors' and publishers' rights in the virtual environment.

CEDRO, IFRRO's Spanish member, has expressed satisfaction with the outcome of the legal procedure against Youkioske and hopes that the ruling, together with recent legislative changes, can contribute to a better respect of on-line intellectual property rights.

KANTAR CHANGES

A number of changes at Kantar. Kantar have acquired Irish MMO NewsAccess, which combined with their existing service makes them by far the leading player in Ireland. They have also reorganised their European business with UK and Ireland running as a separate entity as they try and align media monitoring with their wider media business. Former leaders of the UK business Peter Low and Keir Fawcus have left.

24 PDF BUSTERS MEET AT PDLN VIENNA SEMINAR

The 2017 PDLN seminar program started with a PDF processing seminar hosted by APA in Vienna March 14th. PDLN-President Rüdiger Baumberger had the pleasure to welcome 24 delegates representing 12 organisations from all over Europe and beyond. The delegates heard presentations from APA-DeFacto, Newton Media, NLA, M-Brain, Graphic Art eServices, Media:track and X-CAGO. The presentations gave insights into the current situations and workflows of processing PDF files and an outlook considering latest technological developments. The delegates used the opportunity for networking and lively discussions about automation, machine learning and artificial intelligence. Presentations as available on the PDLN website.

Further events web processing, hosted by CFC in Paris in late September, and licence sales, hosted by NLA in November. Exact dates will be shared soon. A seminar on supply and licensing of national libraries is also planned. Seminar ideas and feedback is encouraged.



GUEST BLOG. MICHELLE SARA KING, CONSULTANT TO NEWS MEDIA ALLIANCE

Growing the Journalism Ecosystem,

Interest in professional journalism that is researched and fact based is paramount for consumers and businesses. With the increased challenges presented by 'fake news', the global community relies on accurate information and reporting that they can trust and use. This community utilizes news to help guide their decisions and influence their activities. Strong copyright protection is integral to protect the future of this top quality, authentic and accurate journalism. However, in this digital fast paced world, companies may be using digital tools to scan, search online and capture news as well as data to share with their clients, yet the revenue from these activities may not be shared with those news organizations that are creating developing and publishing the original content.

There is a solution and opportunity to this news ecosystem challenge. The digital community and the journalism industry can work together in partnership to further support the growth and sharing of accurate and immediate news and information. As we know, a full service journalism enterprise requires experienced personnel, time for research, writing and editing as well as an infrastructure for development and curation. The human engagement for news quality is key to creating the highest level of journalism with facts and insight that can be relied on by consumers and industry.

Annually, the news media industry invests roughly \$5 billion each year in long-form investigative journalism. The journalism industry wants to share their information and insight with the global world; but they want and need to be paid for their work; like all professions in order to sustain and grow.

The News Media Alliance (NMA) wants to work with the news and information ecosystem as we embark on a News Media Licensing Initiative. This new program seeks to bolster global digital news distribution and consumption in compliance with the U.S. copyright system. To start, we want to work with media intelligence firms, called Media Monitoring and Evaluation Firms (MMEs). Together, we can strengthen copyright compliance and develop pathways for partnerships with news organizations that would support the distribution of high-quality journalism. Join us and engage with us on this initiative. We want to work together to promote and propel the journalism and MME industry.

FUTURE EVENTS



- AMEC conference, Bangkok ▶ May 17-19th
- IFRRO European meeting Helsinki ▶ May 30-31st
- PDLN Conference, Athens ▶ June 4-6th
- FIBEP conference Berlin ▶ 4-6th October
- IFFRO Annual meeting, Tokyo ▶ 24th – 26th October



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