

PDLN Newsletter May 2016

Neighbourhood rights – dealing with threats to licensing income

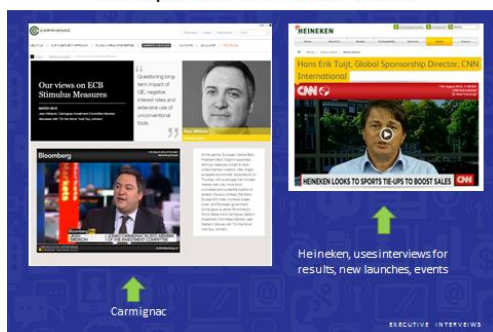
The HP Reprobel case last year ruled that as publishers are not recognised by the Information Society Directive which gives European copyright law, they could not share in statutory licensing revenues. This undermines licensing and divides author and publisher interests. The EC and publishers have as a result started a review of potential resolutions to avoid significant harm to current licensing activity. Subsequently a German case ([Vogel](#)) made similar findings, causing real concern for the local publishing industry.

The publisher bodies have set out their arguments for recognition <http://www.publishersright.eu/>. Public discussion on the consultation tends to confuse the proposal with the ancillary rights licensing activity in Spain and Germany, where newspaper publishers have used similar national rights to seek royalties from Google – so far without success. So, just as the CRM directive is implemented, another front and another battle in the copyright wars has started.

CFC Audio Visual Licensing Seminar

Most countries have seen news move online, and increasingly using video. This creates challenges and opportunities for licensing organisations. 20 PDLN delegates gathered in Paris in April as guests of CFC to hear and discuss presentations from broadcasters, licensing bodies and MMOs on whether and how licensing can be extended to broadcast. CFC have created agreement between broadcasters and MMOs on licence extensions for audio visual material, though price and value remain contentious issues, as the cost of operating broadcast is – say Kantar’s Christophe Dicks – far higher than for print publications, and volumes are not always clear. The seminar also heard from Executive Interviews – who licence broadcast use direct to corporates, and French broadcaster BFM. The presentations are available to PDLN members in the member area of the website (please contact us if you need a password).

Examples of licensed content



Japan Gears Up

PDLN will welcome four Asian guests in Rome in June from Australia, Korea and – a first - Japan. Takaya Inada of JRRC will make the long journey to learn more and share experiences. An open letter to members from Takaya Inada follows;



Japan Reproduction Rights Center

JRRC was established on September in 1991 in Japan. In 2012 JRRC has reorganized from Incorporated Association to Public Interest Incorporated Association to aim to contribute for Public Interest as a CMO in Japan.

JRRC contains 4 Rightsholders Associations which are Union of Copyright Holders Associations, Japan Academic Association for Copyright Clearance, Japan Publishers Copyright Organization, The Copyright Council of Newspaper Publishers.

Currently we are entrusted about 2.6m Copyright Works from Rightholders. We have more than 6,100 users which includes companies, governments, educational organizations, local governments and so on.

In this scale of the number of users and the number of managing copyright works in Japan JRRC will be the largest CMO in Japan except music and audiovisual copyright works sector.

One of our member organization is the Copyright Council of Newspaper Publishers contains 68 newspaper companies in Japan except Nikkei. They are interested in PDLN activities so that I always inform them the PDLN updates. I hope they are going to consider joining PDLN. This time I decided to join PDLN Conference 2016 in Rome for the first time. I look forward to seeing PDLN members and saying hello in Rome on June.

Takaya Inada, Secretary General JRRC

Infomedia Tracks and Makes the Story

Infomedia's work tracking political sentiment got excellent coverage on European Business.

http://www.european-business.com/infomedia_huset_a_s/portrait/

Thomas Vejlemand, CEO of Infomedia Huset A/S “When Infomedia Huset was founded around 15 years ago the media landscape was very different to today. There were fewer news outlets, no social media, virtually no web and fewer TV channels. Our business involved clipping relevant print articles. Then, there were fewer articles but it took greater resources to find them. Today, with so many print media having an online presence, we hardly have physical press clippings anymore. Thanks to internet searches the whole process has been digitalized. I would say that 50% of the information we use comes from print media while the other 50% comes from social media, the internet and other digital sources.”

M-Brain acquires PDLN member Opoint

M-Brain, the Finnish globally operating information services, technology and advisory company has purchased Norwegian media monitoring and analysis company Opoint. “The acquisition supports our strategic goal to become market leader in our field in the Nordics and throughout the Baltics. Our aim is to further strengthen our position in the industry”, comments M-Brain CEO Kim Nyberg.

All of Opoint's roughly 150 employees will be transferred to M-Brain. Opoint's turnover in 2015 was approximately EUR 11 million. After the acquisition M-Brain will have operations in Finland, Sweden, Norway, Estonia, Russia, France, Germany, UK, Canada, US, Brazil, China, Singapore and Malaysia.

Opoint was an NLA observer member with Jon Anders Tagnes elected to the PDLN board but as an MMO owned business the membership has ended by mutual consent, with the PDLN board paying special thanks to Jon for his contribution of ideas, time and talent to PDLN.

Rome Conference – June 5-7th

PDLN now has confirmed speakers from EPC, Newstex, AMEC, FIBEP, Newton, Class Italian publishers FIEG, local MMOs Mimesi for the annual conference in Rome June 5-7th. We also have confirmed attendees from Japan, South Africa, Australia, Denmark, Belgium, Germany, Sweden, Austria, France, UK, Ireland, Spain, and Portugal. BREAKING BOUNDARIES;- HOW FORMAT FREEDOMS ARE CHANGING NEWS MEDIA promises to be the an excellent event. The programme is available here. Presentations and a report will be available after the event on the PDLN website member area.

Member Profile DALRO Lazarus Serobe



Now the MD of PDLN's South African member DALRO, management consultant and arts activist, Lazarus Serobe was one of a handful of black executives who helped transform the South African recording industry. He was CEO at Sony Music Entertainment Africa until 2005 and at Warner Music Gallo Africa from 2008 until 2010. Born and schooled in Soweto, Johannesburg, he studied law at Wits University. He joined Sony as legal and business affairs director when the company was launched in post-apartheid South Africa in 1995 and became the CEO in 2000.

In 2005 he launched Heita Records, a joint venture with Sony, who later bought him out. Heita was a success from the get-go, launching bands such as Malaika and housing songstress Sibongile Khumalo. When he took over at Sony he brought South African house and kwaito artists into the corporate fold.

In December 2014 Serobe was appointed MD of DALRO, a multi-purpose copyright society established in 1967 to administer various aspects of copyrights on behalf of authors, artists and publishers. DALRO has mandating agreements with South African and international authors, agents and publishers, and a number of bilateral agreements with sister organisations around the world.

Getting full value - using the website

The PDLN website (www.pdln.info) is a resource for all members to access and share information. It includes seminar and conference presentations, a rich resource for members developing ideas. So if you want to see what other members are doing on topics as diverse as web licensing, PDF processing, publisher relations, or

Search for PDF processing and you find;

[PDF Processing held by Opoint](#)

File by PDLN on August 21, 2012

[NLA PDF processing](#)

File by PDLN on August 21, 2012

[PDF Processing - APA Presentation](#)

File by PDLN on March 27, 2014

[PDF Processing - Infomedia Presentation.pdf](#)

File by PDLN on March 27, 2014

[PDF Processing - Infomedia Agenda.pdf](#)

File by PDLN on March 18, 2014

[Technical Standards Updates process.pdf](#)

File by PDLN on August 22, 2012

[PDF Processing - NLA Presentation.pptx](#)

File by PDLN on March 26, 2014

The site also contains PDLN accounts and board minutes;- all you need to keep an eye on developments.

Only 60 or so users are set up with passwords. We encourage all PDLN members to contact us to get a password set up. Contact pdlninfo@nla.co.uk .



PMG - Presse-Monitor®

PMG launch new MMO service and licence

PMG Presse-Monitor GmbH has launched its new content delivery and licensing service for the specific needs of MMOs: The Digital Processing and Web Monitoring License. The new service supports MMOs with early delivery of page-PDFs from more than 1.500 sources to improve the efficiency of MMO's digital mass processing and end-to-end digital workflow for the compilation of press reviews in a copyright-compliant way. It will be charged by each article retrieved and forwarded to the end customer at a price of 0.28 € on average. One major German MMO has already signed the contract and three more are on their way.

Newspapers win from NLA CFC deal



Initial reports show that licensed usage of UK content in France has doubled since the cross licensing agreement started in January.

PDLN Seminar Update



Further seminars on licensing news content to the education sector and on PDF processing are being prepared for the September 29th in London – hosted by CFC - and Vienna in late November – hosted by APA. Contact pdlninfo@nla.co.uk



PDLN in profit

Provisional accounts show PDLN had a e9,000 surplus last year allowing reserves to increase to approximately e30,000. Full accounts are published on the PDLN website, member area.

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