



## ***PDLN Newsletter***

### ***No. 4, November 2010***

#### ***In this issue:***

- 1. PDLN at IFRRO's General Meeting***
- 2. PDLN-Connect***
- 3. New PDLN Seminar***
- 4. Rights Direct***
- 5. News from members***
- 6. More News***
- 7. PDLN Conference 2011 & Reminders***



## *1. PDLN at IFRRO's Annual General Meeting 2010 in Boston*

*PDLN's Executive Board Members Sandra Chastanet and Andrew Hughes have attended IFRRO's 39th Annual General Meeting in Boston, Massachusetts, 25-28 October.*

*Sandra Chastanet of the Centre Français d'exploitation du Droit de Copie (CFC) has held a presentation on PDLN at the meeting on October 26th.*

*Please have a look at it on our homepage (member's area):*

*[http://www.pdln.info/gfx/PDF/PDLN\\_presentation IFRRO 26 Oct 2010.pdf](http://www.pdln.info/gfx/PDF/PDLN_presentation_IFRRO_26_Oct_2010.pdf)*

*For more information about the numerous issues treated at IFRRO's AGM please check IFRRO's newsletter, (Vol. 13, No. 5, Nov. 2010):*

*[http://www.ifrro.org/sites/default/files/news volume13 number5 final 0.pdf](http://www.ifrro.org/sites/default/files/news_volume13_number5_final_0.pdf)*



## 2. PDLN-Connect

*PDLN-Connect is enabling the exchange of database content between partners. Being fully compliant with copyright regulations it eases the work of customers (only one contract has to be signed with the local provider!) and extends the coverage of international press at their disposal.*

### ***PDLN-Connect is making progress!***

*German PMG and Belgian Press Banking are the first PDLN members applying the PDLN-Connect standard on a bi-national level. The service is running successfully and without complications. The gateway has also been implemented by Mediargus and APA-Defacto. An agreement has also been signed between Press Banking and APA-Defacto.*

### ***How does it work? Version 1.0***

*Practically, PDLN-Connect allows a customer of two or more partners to read and work with contents from those partners on one single platform of his choice: from there, he is able to seamlessly read articles from other partner databases that match his search criteria. The current version 1 is limited to stored searches, i.e. search criteria that have been defined and stored beforehand on the database of each concerned partner.*

*p.t.o. >>*



## *PDLN-Connect (2)*

*Content is transferred only when needed, thus avoiding costly content replication and allowing better distribution control for the right holders.*

*PDLN-Connect is implemented using Web Services and the SOAP protocol , which is a well-known and accepted standard in the industry, vendor-independent. Technically, the database or platform of reference (i.e. the platform of choice of a given customer) makes requests using this protocol to the remote platform (i.e. the platform of the partner from which content is to be retrieved) and this remote platform returns results*

*In order to implement the exchange of content, the following operations are provided in Version 1:*

- create a link on both platforms between existing identifiers (logins) that belong to the same customer*
- get a list of existing stored searches for a given customer*
- get the result list of a stored search on a given date (list of references to content that matches the stored search)*
- fetch a piece of content in a given format (currently text or pdf), from its reference in the above result list*

*p.t.o. >>*



## **PDLN-Connect (3)**

*This scheme can easily be extended to more than two partners, each partner communicating in parallel with all other concerned partners. The way results and contents are handled and presented is deliberately not part of PDLN-Connect, which allows every partner to tailor the content usage to its needs and business model, of course in respect of copyright regulations.*

### **How are we going on? PDLN-Connect, Version 2.0**

*From practical experience gathered in the field by Press Banking, Mediargus, PMG and APA, several enhancements to the current version have been proposed, analysed and discussed. It is clear that customers want to be able to search multiple databases online, with direct searches. This functionality is foreseen in Version 2.0 of PDLN-Connect. PDLN's Technical Working Group is drawing the V. 2.0 standard specifications since summer. There have been several meetings. The target is to have the standard approved by the Board Meeting on December 1st.*

*If you have questions or comments please contact our chairman of the Technical Working Group, Sébastien Bauer*

*[sebastien.bauer@pressbanking.com](mailto:sebastien.bauer@pressbanking.com)*



### 3. PDLN Seminars

#### **PDF Processing Seminar**

*The fourth PDLN Seminar is arranged by NLA and is taking place on January 27<sup>th</sup>, 2011 in London. We kindly invite all PDLN members to discuss and share experiences in this area. The free seminar will include presentations from external software suppliers (Mimotek, Elite), from APA – who have an automated solution – and from Press Banking.*

*Venue: NLA offices, 160 Queen Victoria Street, London*

*Start: 11 a.m. GMT (12 p.m. CET)*

***Please confirm your attendance for this seminar no later than January 20<sup>th</sup> directly to Mike Pocock:***

***[mpocock@nla.co.uk](mailto:mpocock@nla.co.uk)***

***Preview:*** *Many of us are serving PDF content, clipped in a variety of ways; - by users, by technology, or by hand - outsourced or otherwise, or created from text streams. The clipping process is a crucial and expensive component of services, in NLA's case representing over 15% of the total eClips production cost. NLA want to drive down these costs, and have spent some time investigating options, including better technology, better publisher feeds, alternative PCA services, and cheaper outsourcing.*



## 4. Rights Direct

***The US copyright collection organization CCC has launched a European subsidiary in September called “Rights Direct”. Rights Direct aims to sell global licenses to multinational companies .***

***For your information PDLN’s vice president Andrew Hughes has written a note on this important issue.***

*1. The US copyright collection organisation CCC is starting a European sales operation Rights Direct to sell global licences to multinational companies. To support this they are seeking agreements with European publishers, including newspaper publishers, as well as leveraging their bilateral digital agreements with RROs where these cover digital rights (paper rights are not very relevant to this development).*

*<http://www.copyright.com/viewPage.do?pageCode=au200>*

*2. The sales focus is on multinational companies, especially those with strong STM bias, and the rights are not focused on media monitoring or press cuttings agencies (as with CCC US services).*

*p.t.o. >>*



## Rights Direct (2)

*CCC say their users are demanding this. Given the complexity of securing case by case deals from national RROs, and our own experience with EC and others, this is credible;- especially for US based businesses.*

*3. If CCC secure (or already hold) relevant agreements for European newspaper content the impact on the press business of PDLN members will vary and is hard to predict. The worst case is Rights Direct is successful in creaming off larger businesses (where most revenue is concentrated) and sells at a lower fee than CCC, making both DLOs and publishers worse off. There is scope for considerable confusion for users when approached by a new RRO, and this could damage the market. The best case is CCC take incremental business from large companies who simply don't take licences because of the diversity of agreements.*

*4. In any event the development will put pressure on RROs to create better multi-territory agreements. The RRO offering to international companies and international publishers will need to be improved. p.t.o. >>*





## *Rights Direct (3)*

*Similarly PDLN has a role in creating better offerings covering press material. We can probably assume the user need in this case is occasional digital copying, not press reviews.*

*5. As RROs and CCC will be competing for publishers, RROs will be interested to create a credible offering in US domestic market. This may help create momentum for the creation of a US press centred database and licensing operation.*

*6. We should assume EC will favour the creation of competition in the RRO market, and in general that competition will be seen as welcome by many users in the market.*

*7. PDLN role. PDLN should keep its members informed of developments so they can make rational choices and give their publishers good quality advice on the options available to them. PDLN should not assume a policy position on the matter other than providing information.*

*Also to be found on our website:*

*<http://www.pdln.info/gfx/PDF/CCC - Rights Direct AH 22 Oct 2010.pdf>*



## 5. News from members

### ***Press Banking on iPad***

*Press Banking has announced that all its services are now compliant with iPad. All content is available as TEXT as well as in PDF format. Retrieved articles can easily be sent by e-mail. Press Banking's IT has even refined iPad's multi-touch software so that Article-PDFs may easily be cut by the use of your fingers.*

*For more information or a limited access to the Press Banking service please refer to:*

*[francis.feraux@pressbanking.com](mailto:francis.feraux@pressbanking.com)*

*or visit: <http://www.pressbanking.com>*



## 6. More News

***Have a look at these interesting articles:***

***UK copyright laws to be reviewed, announces Cameron***

<http://www.bbc.co.uk/news/uk-politics-11695416>

***The Associated Press plans own independent rights clearinghouse***

<http://paidcontent.org/article/419-curley-ap-plans-independent-copyright-clearinghouse/>

***News Corporation dumps news aggregator plan***

<http://www.campaignlive.co.uk/news/1036232/NewsCorporation-dumps-news-aggregator-plan/>

***New copyright bill for Canada: rights of authors and publishers in danger?***

<http://www.theglobeandmail.com/news/opinions/opinion/this-updated-copyright-bill-guts-canadian-culture/article1786068/>

***Please send us news which are important to you or which you would like to share with other members on a regular basis to [pdln@presse-monitor.de](mailto:pdln@presse-monitor.de)***



## 7. PDLN Conference 2011

*The next PDLN Conference will be held in Lisbon, Portugal, on **20 & 21 June 2011** and will be hosted by PDLN member VISAPRESS. More information will be published on our website.*

### **Reminders:**

*We invite you to consult our website on a regular basis to get updated information: [www.pdln.info](http://www.pdln.info) If you have lost your login data for the members' area, please do not hesitate to contact Ditmar Kolb at the Secretariat at [pdln@presse-monitor.de](mailto:pdln@presse-monitor.de)*

*We have built a PDLN mailing list throughout which we are able to send information to all member contacts. If a PDLN member wants to send a hot news to others, this mailing list is available to make it easier.*

*Use [PDLN Mailinglist@presse-monitor.de](mailto:PDLN_Mailinglist@presse-monitor.de) as the recipient of your e-mail, and it will be sent to all members.*

*If you have questions regarding the mailing list, please also contact the secretariat: [pdln@presse-monitor.de](mailto:pdln@presse-monitor.de)*



## *Editorial Information*

*This Newsletter is sent to you by the PDLN Secretariat.*

*Secretariat: Ditmar Kolb*

*Editor: Francis Féraux (Press Banking)*

*Please do not hesitate to get back to Ditmar Kolb with any comments and proposals concerning this Newsletter.*

### ***PDLN Secretariat Service***

*c/o PMG Presse-Monitor GmbH*

*Ditmar Kolb, Co-ordinator*

*Markgrafenstraße 62*

*10969 Berlin, Germany*

**[pdln@presse-monitor.de](mailto:pdln@presse-monitor.de)**

### ***PDLN Press Database and Licensing Network***

*Registered Office and Official Postal Address:*

*Rue Bara 175*

*1070 Brussels, Belgium*

**[www.pdln.info](http://www.pdln.info)**