

## Rights Knowledge Exchange launches

The Rights Knowledge Exchange, a new joint AMEC, PDLN and FIBEP initiative designed to help media monitoring companies become copyright compliant, is now live. This web-based portal provides PDLN, AMEC and FIBEP members with the profiles or rights information on 30 major countries.

The Rights Knowledge Exchange will be available exclusively to members of AMEC, PDLN and FIBEP through their websites. The portal allows users to find information on a specific country using a simple drop-down menu. Global licensing information is presented in a series of country landscapes. Rights Knowledge Exchange is a fully-searchable database by country and by key words.

AMEC, PDLN and FIBEP have developed this resource to help media monitoring companies understand and work effectively within available licensing schemes. The Rights Knowledge Exchange shows the wide availability and use of licences in many countries. It also underlines the need for publisher organisations to develop the range and scope of licence and supply agreements to support the needs of users in many others.

PDLN is committed to continuing to develop the close working relationship between press, users and intermediaries and welcomes the constructive engagement with AMEC and FIBEP on the new data resource.

Rights Knowledge  
**EXchange**



To find out more: [www.pdln.info/rights-knowledge-exchange/](http://www.pdln.info/rights-knowledge-exchange/)

### In this issue

- \* Rights Knowledge Exchange launches
- \* IFFRO Value of Copyright

### Regulars

- \* Google EU antitrust
- \* US License League
- \* EU copyright commissioner
- \* EU IPR expert group

### News from Members et al

- \* MMOs merge & acquire
- \* Infomedia management moves
- \* OPoint-Retriever complaint

### PDLN News

- \* PDLN 2015 conference
- \* Paris seminar on licensing
- \* OSDEL joins PDLN

- \* Profile: Sandra Chastanet
- \* Profile: Ditmar Kolb

## IFFRO's 'Value of Copyright' campaign

The International Federation of Reproduction Rights Organisations (IFRRO) and some of its members have announced the launch of the Value of Copyright, a campaign designed to emphasise the importance of copyright and redress the imbalance of information about authors' rights and copyright, primarily in the text and image-based sectors.

The campaign's website, [www.CopyRightLink.org](http://www.CopyRightLink.org), aims to provide a single online access point for international and local information on copyright. The website includes relevant legislation, useful facts, details on the value of copyright/authors' rights, copyright usage and importance, in addition to news and events. It provides information on copyright issues, including showcasing best practices, while also hosting a forum for creators to explain how copyright affect them and giving links to authoritative sources on copyright matters, including legal issues.

Olav Stokkmo, chief executive of IFRRO, stated: "At present there are very few places where one can find accurate information on copyright and too few public figures championing the pro-copyright cause effectively. This is why we decided to come together with some of our partners to launch this campaign and website; to dramatically improve the overall level of the copyright debate and enhance access to relevant and reliable information and resources."

To find out more: [www.copyrightlink.org](http://www.copyrightlink.org)

## EU Commission deliberates over Google antitrust investigation

The debate over whether Google "[has abused a dominant position in online search](#)", continues as the EU competition commissioner, Joaquin Almunia, rejected the third version of Google's draft antitrust settlement this month. The complaint was first raised in 2010 by rival search service providers including Microsoft, owner of search engine Bing.

The rejection of the terms follows lobbying by newspaper and magazines across Europe. The European Associations representing publishers and publishing associations across Europe [expressing concern include](#): European Magazine Media Association; European Newspaper Publishers' Association; European Publishers Council and Online Publishers Association Europe. The full list of objections to Google's third commitments and full list of publishers can be found [here](#).

The [FT reports](#) this "failure" as "a heavy blow to the commission's credibility in its highest-profile antitrust case since it took on Microsoft in the 1990s".

---

## US License League launches

A new US licensing organisation has been founded by Burrelles Luce licensing director Dan Schaible.

It holds agreements from 81 US publishers and 2,300 titles including AP. Initially it will manage Burrelles Luce licensing and the CAP licence for web content started by Burrelles and Moreover.

It aims to sell CAP (Compliant Article Program) as a web compliance and data service to MMOs across the US and elsewhere, meeting the need for access and rights to paywalled web content.

Contact: Dan Schaible at [dschaible@licenseleague.com](mailto:dschaible@licenseleague.com)  
Tel: +1 415-230-0271

To find out more: [www.licenseleague.com](http://www.licenseleague.com)



## New EU commissioner for copyright

On 25th September the EU Commission announced that the new commissioner-designate for the Digital Economy and Society, Guenther Oettinger, would also be responsible for copyright.

Copyright was previously the responsibility of the DG Market.

At a meeting shortly after his appointment to the new role, Oettinger said, "I will commit to working on a draft law, finding a balance for European copyright law in the context of the digital world."

However, a quick proposal on copyright is not expected, [EurActiv.com reported](#) Oettinger as commenting, "Thoroughness comes before speediness, in this case."

To find out more: [http://ec.europa.eu/about/juncker-commission/commissioners-designate/index\\_en.htm](http://ec.europa.eu/about/juncker-commission/commissioners-designate/index_en.htm)

---

## EU expert group for enforcement

The EU Commission set up an [expert group on the enforcement of intellectual property rights](#) on 16th September following the July 2014 Action Plan on the enforcement of IPR.

It aims to:

- Establish cooperation between Member States' authorities and the Commission on matters relating to the enforcement of intellectual property rights
- Advise and assist the Commission in the preparation and implementation of policy initiatives relating to the enforcement of intellectual property rights
- monitor the development of policies and emerging issues in the area of enforcement of intellectual property rights within and, where necessary, outside the EU
- bring about an exchange of experience and good practice in the area of enforcement of intellectual property rights, including its international dimension and drawing on the output of the European Observatory on Infringements of Intellectual Property Rights.

Areas of focus will include economic and social impacts of infringements of intellectual property rights, impact of enforcement of intellectual property rights on fundamental rights and general principles of law, including data protection and due process.

The group members will be "Member States' authorities responsible for intellectual property policy and, in particular, the enforcement of intellectual property rights".

### MMOs merge and acquire

Following recent news about MMO mergers and acquisitions covered in the July newsletter, the latest MMO acquisition target is media information provider **Gorkana Group**.

The private equity arm of 3i is one of the interested parties, [The Telegraph reports](#), along with media and B2B communications group (and owner of PR Newswire) UBM, German media monitoring and analysis business Unicepta and US private equity firm GTCR (recent purchaser of Cision and Vocus) to “form a premier [global public relations cloud company](#)”.

First round bids were due by 10th September with an anticipated sale price of around £200m.

In September [Cision and Vocus announced](#) the **acquisition of Visible Technologies**, a social media monitoring, analytics and engagement platform. As [reported in Washington Business Journal](#), Vocus and Cision CEO Peter Granat says “moves signal a shift in strategy for the combined company, whose main focus ‘will be around the top of the marketing funnel... where brand, reputation, awareness, buzz are built, and really all those attributes around the brand’”.

In June **Kantar Media’s** £70m [acquisition of UK-based Precise](#) Media Group was announced.

### Tim Wolff Jacobsen leaves Infomedia



Tim Wolff Jacobsen has left Infomedia after the owners withdrew a planned sale where the purchasers were either a management team led by Tim, or Retriever. The uncertainty at Mecom, which owns 50% of Infomedia, was possibly part of

the reason.

Tim automatically steps down as a PDLN board member.

Tim is now partner and CEO at Progressive A/S, a Danish 140-person IT consultancy, where he already held a board position.

### OPoint alleges Retriever dominant position in Sweden

The Swedish Competition Authority has taken up a complaint by OPoint against Retriever alleging abuse of a dominant position in relation to licensing press material in the country.

Both of the Nordic media monitoring companies are PDLN members.

## PDLN News

### PDLN’s 2015 conference: Zurich

Swissdox will host the 2015 conference, to be held in Zurich on the 7-9th June 2015 at the [Sorell Hotel Zürichberg](#).

Images: courtesy of Sorell Hotel Zürichberg.





---

## Paris seminar on licensing models

Licensing is the most important source of revenue for the majority of PDLN members and sharing ideas on licensing developments is always interesting. CFC hosted the second PDLN seminar on licensing at the Alcazar restaurant in Paris on 29th September. Like the first event two years ago it was very well attended with 20 delegates from 10 organisations represented.

Formal presentations from Susan Dowley (NLA media access), Ross McCaul (Copyright Agency), Andrew Greenan and

James Bennett (CLA) Susana Checa Prieto (CEDRO) and Sandra Chastanet (CFC) showed the diversity of PDLN member experience, but also underlined common issues: communication, enforcement, and balancing simplicity and fairness.

The special status and complications of PR licensing was discussed at length, and the value of the previous seminar in encouraging some members to start PR licensing was noted.

Presentations are now available on the PDLN website members [area](#).

For more information, contact: Sandra Chastanet [s.chastanet@cfcopies.com](mailto:s.chastanet@cfcopies.com)



Image shows Andrew Greenan and James Bennett of CLA relaxing after the event

---

## OSDEL joins PDLN

The Greek collecting society, OSDEL, has been accepted into PDLN as an observer.

OSDEL set up its press clipping licensing project in 2014. Named "AdYA", in Greek, it includes agreements with major press clipping agencies and other major users, such as PR companies, for licensing printed media content. The next steps include licensing of digital press cuttings.

Kostas Kyriakopoulos, executive director, comments, "Press clippings activities are of major importance in the light of OSDEL's new business development. By joining a network which unites our fellow organisations, we believe that we can both benefit from the exchange of experiences and know-how and contribute our approaches and solutions to project. It is a pleasure and an honour to be part of a prestigious group and we look forward to the promotion of our common goals."

OSDEL was founded in 1997 by authors and publishers. Representing writers of literary works and publishers, it is a non-profit organisation, duly authorised and supervised by the Greek Organization of Copyright.

Its secretariat has nine employees and a general assembly, administration board, supervisory board, one managing director.

As at 2013 OSDEL represented more than 3500 rights-holders.

Contact: Kostas Kyriakopoulos: [info@osdel.gr](mailto:info@osdel.gr) [www.osdel.gr](http://www.osdel.gr)



O. S. D. E. L. GREEK COLLECTING SOCIETY  
FOR LITERARY WORKS

---

## Profile: Sandra Chastanet, CFC



Sandra Chastanet is the manager of rights holders and international relations department of CFC, the French collective management organisation representing newspapers, periodicals and books.

CFC was founded in 1988 to license reprographic reproduction rights, and has been successfully facing digital challenges for 10 years, generating more than 40M€ per year for the French authors and publishers. CFC is constantly striving to adapt to new ways of using protected content in order to foster the rights holders interest and provide users simple solution to access it.

Lawyer by training and having worked in the publishing industry in France and UK, Sandra joined CFC in 2003 to bring forth digital rights management for publishers and expand international collaboration with sister organisations. She amongst others initiated and developed a platform to provide digital content to MMOs in partnership with the NLA.

She is also actively participating in the work of different international organizations where she represents the French rights holders interest, and endeavors to promote copyright and find innovative solutions. She is actively involved in IFRRO, the International Federation of Reproduction Rights Organisations, where she chairs the Newspapers & Periodicals working group.

She has been a PDLN Board member since 2008.

Contact: Sandra Chastanet [s.chastanet@cfcopies.com](mailto:s.chastanet@cfcopies.com)

## Profile: Ditmar Kolb, PMG Presse-Monitor GmbH



Ditmar Kolb is publisher relations and publisher account manager within PMG's Content Management team.

Established in 2000 by seven of Germany's major publishing companies and the two publishers' associations, PMG Presse-Monitor GmbH offers digital

articles and scanning licences for the compilation and distribution of electronic press reviews and media analyses according to copyright, serving end-users as well as MMOs.

After a professional education at a publishing house, he studied library & information science in Hamburg and New York. Ditmar started his professional career as an information specialist for the Bauer Media Group, a large magazine publisher. He joined PMG in 2001 and contributed substantially to building the largest German-language press database.

Ditmar and his colleagues are currently working on extending existing cooperations with publishers in order to establish new services for MMOs: The Digital Processing Licence and Web Monitoring Licence as support for MMOs digital mass processing of content and end-to-end digital workflow for the compilation of press reviews.

Ditmar also served PDLN as secretary in 2010 – 2013. After work he enjoys gardening, canoeing, antiques, operas and dogs.

Contact: Ditmar Kolb [ditmar.kolb@presse-monitor.de](mailto:ditmar.kolb@presse-monitor.de)

**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](mailto:Catherine.dhanjal@theansweruk.com)

**To subscribe to this newsletter**, contact PDLN Secretariat [jcrewe@nla.co.uk](mailto:jcrewe@nla.co.uk) [www.pdln.info](http://www.pdln.info)

PDLN Press Database and Licensing Network, c/o NLA media access, 16-18 New Bridge Street, London, EC4V 6AG, UK.

# newsletter

Press Database and Licensing Network

No 22: October 2014

