

PDLN Connect – next phase of development

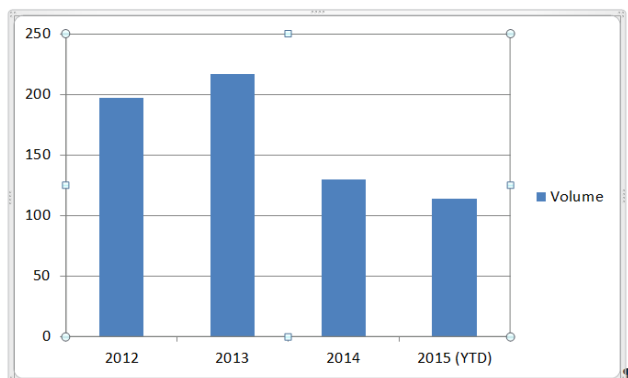
To help simplify access to international content PDLN developed a programme of standards for reporting and licensing in 2010, called PDLN Connect.

Over 2,000 organisations have now completed the PDLN Connect user agreement, with users in over 10 countries. Many are in France and Ireland, with users also in Argentina, Brazil, Germany, Spain, Belgium, Netherlands, Austria, Russia, New Zealand, Switzerland, UK and USA. The PDLN Connect end user licence is used by NLA in its IMMO service, for example.

PDLN is now surveying members to garner views about PDLN Connect – to find out whether and how it is being used, and its usefulness and to ask members about their approaches to international licensing, and the issues they see with developing international licensing models. PDLN is also asking FIBEP and AMEC members to work as part of the review, so issues are

fully explored and understood.

NLA-International-Corporate-End-User-Sales



To complete the survey, please contact Andrew Hughes: ahughes@nla.co.uk
For more information, visit: www.pdln.info/pdlnconnect/1-pdln-connect-standards/ (log in required)

In this issue

Pg 1: PDLN Connect survey
* PDLN's 2016 annual conference

Regulars

Pg 2: Global Media Intelligence
* MMOs combine & acquire
* European copyright debate
* EC consultation

News from Members et al

Pg 3: Belga's new head
* Australia's Copyright Agency: new CEO
* NLA's IMMO Newsletter

PDLN News

Pg 4: PDLN to speak at FIBEP conference
* PDLN's November media evaluation seminar
* Seminar on AV and broadcast licensing
Pg 5: Profile: Ross McCaul

PDLN 2016 – All roads lead to Rome!



Following a highly successful two-day conference in Zurich this year, PDLN has confirmed that the 10th annual conference will take place in Rome in June 2016.

The exact date will be set after IFFRO confirms the date of its summer meeting, to avoid scheduling clashes.

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European media intelligence firms join forces

A new alliance of media monitoring and analysis firms came into being in September.

Six of Europe's firms have joined forces under the brand '**Global Media Intelligence**':

- Acceso (Spain)
- Argus de la Presse (France)
- Auxipress (Belgium)
- L'Eco della Stampa (Italy)
- Pressdata (UK)
- UNICEPTA (Germany)

They plan to offer a unified service for international organisations, with clients already including Lamborghini and Walt Disney.

GMI could offer competition to the likes of Kantar, Cision and iSentia.

Andrew Hughes, president of PDLN, comments, "I hope this encourages our work on PDLN Connect. We need global solutions to global services."

For more information:

www.unicepta.com/fileadmin/pressemitteilungen/Pressemitteilung_GMI_e_09-2015.pdf

European Copyright update

Following our report in the June Newsletter on the Copyright Directive, delegates from a range of copyright owning organisations met with Maria Martin-Prat, head of the Copyright Unit at the European Commission on 1st October. The highlights of the meeting are:

- Legislation is expected in the spring. It is not yet clear whether it will be advisory or mandatory
- Some harmonisation of exceptions for education and library are under discussion
- Further exceptions are likely to stay with national governments.



evidence on EU reform.

The scope of change is not clear and neither is the impact on press licensing.

PDLN is a member of [IFRRO](#) and also works with [ENPA](#) when requested to provide

Media monitoring organisations continue to combine

Consolidation in the media monitoring market continues... following our reports about private equity firm GTCR acquiring and integrating Cision/Vocus US and Gorkana, and about Vuelio acquiring Cision UK, Reuters reported in September that Cision US is working on a bid to acquire press release distributor PR Newswire Association LLC.

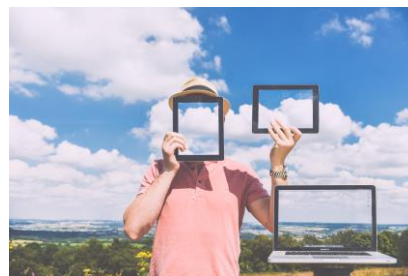
For more information: <http://uk.reuters.com/article/2015/09/22/uk-prnewswire-m-a-cision-exclusive-idUKKCNORM2U420150922>

iSentia is also on the acquisition trail in Asia-Pacific and in August acquired King Content, a content marketing company, and extending its services across owned and earned media. This follows acquisitions in 2013 of social media agency Two Social and in 2012 of social media analysis firm Buzz Numbers.

For more information: www.kingcontent.com.au/blog/king-content-has-been-acquired-by-isentia/

European Commission launches consultations on collaborative economy

In September the European Commission launched two surveys with a view to gathering information and assessing the need for or preparing



initiatives as part of the [Digital Single Market Strategy](#) and the [Internal Market Strategy for Goods and Services](#).

The consultation [questionnaire on geo-blocking](#) is open til 28th December.

The [consultation survey on online intermediaries](#), platforms, data & cloud computing and the collaborative economy is open til 30th December.

For more information: http://europa.eu/rapid/press-release_IP-15-5704_en.htm

Patrick Lacroix new MD of Belga



PDLN board member Patrick Lacroix has been promoted to head Belgian news agency Belga, in addition to his roles at Licence2Publish and GoPress.

The consolidation will encourage closer links between the various Belgian press-owned bodies.

Patrick has confirmed PDLN membership is not affected. We congratulate him on the new role.

Contact: patrick.lacroix@bureaulacroix.com

New chief executive of Australia's Copyright Agency



Adam Suckling has become chief executive of Australia's Copyright Agency. Previous employers include pay-TV provider Foxtel and, latterly, News Corp Australia where he played an important role as director of policy, corporate affairs and community relations.

Copyright Agency chairman Sandy Grant said Mr Suckling had been hired for a "mix of commercial, content and copyright policy experience" and added, "He is well suited to lead the Copyright Agency into its next phase, as innovative business models emerge that offer new licensing solutions."

More information: <http://copyright.com.au/>

NLA launches IMMO newsletter



The NLA has just published the first of its regular newsletters designed to provide updates on developments relevant to international content use by media monitoring and evaluation suppliers, users and publishers.

The inaugural issue includes an interview with Dominique Baldassare of German MMO Ausschnitt, an update on the number of NLA global users – now at over 50 MMOs licensed, an article on the NLA-CEDRO rights swap, and a comprehensive section of product facts on the NLA IMMO licence.

To be added to the circulation list for this free newsletter, contact Nick Shackleford clientservices@nla.co.uk, Tel:+44 207 332 9380 or for more information visit <http://blog.nla.co.uk/international/>

PDLN to speak at FIBEP World Media Intelligence Congress

FIBEP's annual congress this year is being held in Vienna from 17-20th November. PDLN will speak on improved licensing for MMOs.

More information: www.wmicongress.com/fibep#programme

PDLN media evaluation seminar

PDLN is organising a seminar to run in Vienna during the time of the FIBEP congress. It will focus on developments in EC legislation and licensing.

Provisional date: 18th November

Contact: Ruediger Baumberger ruediger.baumberger@apa.at



Seminar on audio-visual and broadcast licensing issues for 2016

CFC has offered to organise a seminar in Paris in spring 2016, focusing on audio-visual licensing issues. This promises to be a stimulating event as MMO companies increasingly move into AV and broadcast material.

This is particularly timely given the recent TVEyes – Fox legal case. [TVEyes](http://www.tveyes.com) is a media monitoring service which charges clients \$500 a month and describes its service as “real-time TV monitor, search and alert”. The service covers 210 US DMAs, national cable news and international coverage. Customers can access and index and clips, which can then be shared.

In August a federal judge ruled that the service’s archiving functions fall under fair use but had concerns about its sharing function which is open to “indiscriminate sharing”. He ruled that features relating to downloading and searching by date and time are not covered by fair use, saying, “Downloading is not sufficiently related to the functions that make TVEyes valuable to the public, and poses undue danger to content-owners copyrights.”

For more information, visit: <http://copyright.nova.edu/tveyes/>

For more information, contact Sandra Chastanet: s.chastanet@cfcopies.com

Profile: Ross McCaul, Copyright Australia

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Ross is director, commercial licensing at Copyright Australia. Ross represents the rights of the magazine and newspaper industry, including the press clipper arrangement. The RightsPortal system for transactional licensing of articles was developed to meet the needs of publishers.

Other key publishing industry initiatives include Copywatch and the development of effective policing and enforcement services to assist rightsholders in combating copyright infringement in the workplace. The team also facilitates training on copyright skills for companies, professional associations and industry bodies.

Contact: rmccaul@copyright.com.au
www.copyright.com.au

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

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

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Jump to Page 1

Page 5/5