

France and Germany link licences

A new agreement between CFC and PMG allows PMG to represent CFC publications in their licences for the **media monitoring market**.

The agreement also includes the delivery of the French national newspapers, news magazines and main professional periodicals to the PMG platform.

Sandra Chastanet of CFC said *CFC is delighted to enable a legal use of French content to German MMOs and End Users through PMG licences. CFC is striving to establish cooperation with sister organizations to facilitate access to international content. There are now 7 countries where digital use of French content is available through local licensing organisations.*

Welcoming the new agreement a PMG spokesman said *We are very pleased to have finalized the cooperation-agreement with CFC and be able to add valuable French content to our MMO and direct services. PMG's international media panel is now covering content from 36 countries with emphasis on 7 European countries.*



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PMG adds Spanish content

PMG also announced it has extended its existing cooperation with CEDRO and added the following Spanish quality newspapers and economic journals to its database: *Cinco Días, El Mundo, El País, Expansión, La Vanguardia* and *ABC*. PMG is also offering scanning rights for more than **150 Spanish publications**.

US Newspapers Take on LexisNexis over Cision

Five major US newspaper groups have complained to LexisNexis that the deal LN have made with leading global MMO Cision breaches their licence. Reports on US sites include copies of the letter. *We demand that you cease these practices immediately*, wrote Advance Publications Inc., BH Media Group, Cox Media Group Inc., McClatchy Co. and Tronc Inc. in the demand letter to LexisNexis Group on July 17.

PDLN understand that a meeting between LN and the publishers will take place in New York in October. The complaint is further evidence that the US publisher association NMA programme to encourage and enforce copyright in the US MMO sector.



Licensing sales seminar report

While a copyright licence is nearly always a legal requirement persuading companies to take one isn't easy. PDLN members met in UK September 14th to share experiences in taking licences to the market and the approaches that work - and the ones that don't. The seminar took place at the NLA sales office in Tunbridge Wells, and was attended by delegates from France, Spain, Portugal, Ireland and UK. The next PDLN seminar covers web content licensing and protection, and is hosted by **CFC in Paris on November 29th**.

Dates agreed for PDLN 2018 London conference

June 3-5th are now set as the dates for the **annual PDLN conference**, hosted by NLA in London.

The venue is The Crypt, the basement of an 18th century church in the old print district of Clerkenwell.

Stationers Hall will host the conference dinner, and the Malmaison hotel are offering the first twenty delegates an attractive package.



Swan restaurant, Shakespeare's Globe

The conference website is:

<http://pdln-conference.strikingly.com/>.

Save the date and book early !

Repropol and NLA swap rights

Polish news licensing body Repropol and UK agency NLA media access (NLA) have agreed an exchange of rights allowing each to license media monitoring companies and their clients to copy the others material.

Polish agencies licensed by Repropol will be able to use NLA's UK material including *Times, Guardian, Telegraph, Independent, The Economist* and over **2,000 other newspapers and websites**. UK agencies and clients can use leading Polish titles under their NLA agreements.

Jan Ruranski, member of the board at Repropol said *Extending our licence coverage to include leading UK content will be welcomed by our users, and our publishers will benefit from NLA's licensing on Polish content in UK. The new agreement demonstrates our commitment to licensing, and to working in partnership with the many established licensing bodies in Europe and internationally.*

EU publishers' right update

The European Commission and the European Parliament are struggling to find a way forward on the proposed **inclusion of a new publishers' right in the next copyright reform**. Seeking strike a balance between linking and licensing has led to new proposals which would weaken the additional protection publishers need to avoid the widespread unpaid industrial scale exploitation of news that is undermining journalism.

A draft text released on 30th April outlined two options; one allows a publishers right but excludes text snippets, the other presumes a publishers right to license third party content without granting the core rights originally planned. EPC, ENPA, IFFRO and NME continue to lobby on the subject.

Copyright Agency Streams Ahead

Copyright Agency has entered into a content licensing agreement with Stroom, Australia's first real-time media intelligence provider. Stroom is taking on iSentia and Meltwater, who have dominated the local MMO market.

Building on Stroom's existing data agreements, the new content licensing agreement covers news and information across publishers including News Corp, Fairfax Media, Bauer Media, WAN, Pacific Magazines and more.

Copyright Agency's Director of Commercial Licensing, Guy Johnson, says, *We're excited to be partnering with the newest entrant in media monitoring in this dynamic space.*

Formally launching its full-service media monitoring platform in early 2017, and already supporting some of Australia's largest corporate and government organisations, Stroom delivers Print, Online, TV, Radio and Social media intelligence within minutes of publication, post or broadcast. With the formation of a content licensing agreement with the Copyright Agency, Stroom will deliver enhanced revenues back to Australia's content creators.

NEWSLETTER



Future events Dates for your diary

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| > IFRRO Annual meeting, Tokyo | 6 - 8th November 2017 |
| > PDLN Web content seminar - Paris | 29th November 2017 |
| > PDLN Annal Conference - London | 3 - 5th June 2018 |
| > IFRRO Spring meeting, tbc | 11 - 15th June 2018 |
| > AMEC Congress, Barcelona | 11 - 12th June 2018 |

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