



**PDLN Newsletter
No. 2, Sept 2009**

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1. PDLN Working Groups Update

PDLN Legal and Business Models Working Group

The group's task is to guide the development of shared services between PDLN members and others which are commercially attractive, profitable for publishers and DLO, and enhance market competition.

Members of this working group are:

Andrew Hughes, NLA (Chair)
Margaret Boribon, Copiepresse
Sandra Chastanet, CFC
Anders Lassen, Infomedia
Patrick Lacroix, Mediargus

You can find detailed information about this working group on our website and via this link:

http://www.pdln.info/gfx/PDF/PDLN_Legal_Working_Group.pdf



PDLN Working Groups Update

PDLN Technical Working Group

Its task is to define standards for connecting the databases of PDLN members and others to offer improved services for users.

Members of this working group are:

Sebastien Bauer, Pressbanking (Chair)
Kurt Haegeman, Mediargus
Mike Bühring, PMG
Rüdiger Baumberger, APA
Christian D'Cruz, NLA
Jürg Mumprecht, SMD
Thomas Taroni, SMD

There is a meeting report of this working group available in the restricted section of the PDLN website. Use this link for further information:

<http://www.pdln.info/gfx/PDF/Zurich%20report%202009-08-07.pdf>



2. *Vienna Conference*

The next PDLN Conference and General Assembly will take place on 9-10 November 2009 in Vienna. It will be hosted by APA-DeFacto.

The venue for the conference will be the

Hotel am Konzerthaus. Please visit:

<http://www.accorhotels.com/de/hotel-1276-hotel-am-konzerthaus-ex-sofitel-vienna/index.shtml>

and have a look at it.

The conference will start officially with the General Assembly on Monday, 9 November. To finish the first conference day, there will be a dinner for all attendees on Monday evening.

Official invitations and agenda details about the conference will be sent to all members by the end of September.



Vienna Conference

The Agenda will include:

- Re-election of half of the Board members (with one-year-mandate).
- Submittance of accounts of the previous year to the General Assembly by the Board.
- Submittance of budget of the current year for approval to the General Assembly by the Board.
- Presentation by Financial Times.
- Presentations of working groups' progress.
- Visit / Presentation by Canadian Newspaper Association.

If you have more proposals for agenda items, possible speakers and guests, please contact the PDLN secretariat until 14 September at the latest. Thank you.



3. *Your News (1)*

Thank you to all who provided news about their own business affairs or some other interesting issues for the Newsletter. Please have a look at these information and interesting articles:

(1)

Peter Horvath, PDLN president, was contacted by the European Commission. Read the letter via this link on our website: <http://www.pdln.info/restrictedcontent/topics.htm> (It's in the right column, under TOPICS) At the moment, the Board is discussing the matter and will draft a reply.

(2)

Rüdiger Baumberger reported that Tidningarnas Telegrambyrå (TT) decided to enter the monitoring market. Together with NTB (Norsk Telegrambyrå) they acquired 100% of the Scandinavian monitoring company Retriever from the Norwegian media house Schibsted. Rüdiger was told that TT is looking forward to share industry experience with PDLN.

(3)

Article: "Dear New York Times: Please charge me more than \$5 for your website":

<http://www.niemanlab.org/2009/07/dear-new-york-times-please-charge-me-more-than-5-for-your-web-site/>

3. *Your News (2)*

(4)

Article: “Italy antitrust probes Google over press complaint”:

http://www.lse.co.uk/InternetNews.asp?ArticleCode=3cnmkr2rrdpsqjs&ArticleHeadline=italy_antitrust_probes_google_over_press_complaint

(5)

Article: “Spanish newspaper to cooperate with Amazon (Kindle)”:

<http://europeanmediablog.wordpress.com/2009/07/23/spanish-newspapers-introduce-amazons-kindle/>

(6)

Website link: Extract of speech of Viviane Reding, EU Commissioner for Telecoms and Media Digital Europe, 9 July 2009

<http://www.pdln.info/gfx/PDF/Speech%20of%20Viviane%20Reding.pdf>

(7)

Website link: Meltwater Case Judgement

<http://www.pdln.info/gfx/PDF/Meltwater%20Judgement%20ENG.pdf>

3. *Your News* (3)

(8)

Infopaq Case:

The EU-court has ruled in favour of the Danish Newspaper Association in the case regarding scanning of newspapers for production purposes. This means, that the debated production process used by Infopaq is deemed illegal and as an infringement of copyright.

The verdict states that:"The act of printing out an extract of 11 words, during a data capture process such as that at issue in the main proceedings, does not fulfil the condition of being transient in nature as required by Article 5(1) of Directive 2001/29 and, therefore, that process cannot be carried out without the consent of the relevant rightholders.,,

The verdict in English can be read here:

<http://curia.europa.eu/jurisp/cgi-bin/form.pl?lang=en&alljur=alljur&jurcdj=jurcdj&jurtpi=jurtpi&jurtfp=jurtfp&numaff=&nomusuel=Infopaq&docnodecision=docnodecision&allcommjo=allcommjo&affint=affint&affclose=affclose&alldocrec=alldocrec&docor=docor&docav=docav&docsom=docsom&docinf=docinf&alldocnorec=alldocnorec&docnoor=docnoor&radtypeord=on&newform=newform&docj=docj&docop=docop&docnoj=docnoj&typeord=ALL&domaine=&mts=&resmax=100&Submit=Rechercher>



3. *Your News (3)*

(9)

Article: „Hamburg Declaration regarding intellectual property rights“:

http://www.epceurope.org/issues/Hamburg_Declaration_on_Intellectual_Property_Rights.pdf

(10)

Article: “European Publishers Call On E.U. To Protect Copyright”:

<http://www.businessdatanews.com/online-business/european-publishers-call-on-eu-to-protect-copyright.html>

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.



4. *PDLN Connect*

PDLN Connect now exists in Version 1 and is able to connect two or more databases. Practically, it allows a customer of two or more partners to read and work with contents from those partners on one single platform of his/her choice. Thus, local customers can be provided with the international information they are asking for.

Currently, PDLN partners from Belgium (Pressbanking, Mediargus), Germany (PMG) and Austria (APA Defacto) have PDLN-Connect V1 running or in the final implementation stage. SMD (Switzerland) is expected to follow in the turn of 2010. After bilateral contracts have been signed, PDLN connect can be launched for customers.

The huge advantage for the customers will be that only one single contract has to be signed with the local provider which centralises commercial and rights protection aspects for each database.

Read more about PDLN Connect on our website:

http://www.pdln.info/restrictedcontent/technical_issues.htm



Editorial Information

This Newsletter is sent to you by the PDLN Secretariat.

Secretariat: Sylvia Fischer

Editors-in-Chief: Francis Féraux (Pressbanking)

Rüdiger Baumberger (APA-DeFacto).

Please do not hesitate to get back to Sylvia Fischer with any comments and proposals concerning this Newsletter.

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