

Sweden's Retriever joins PDLN

The Nordic region's "leading provider of services such as news monitoring, applications for editorial research and media analysis", Retriever, has joined PDLN. A subsidiary of the news agencies TT and NTB, it services clients in both private and public sector across all business segments from its offices in Sweden, Norway and Denmark.

John Friesland, CCO at Retriever, explains why they joined the network, "PDLN gives us first hand input on the important issue of media licensing. PDLN is invaluable to us for serious international networking, especially in Europe, but also overseas."

Retriever describes its source strategy as "completely unique", achieved through close collaboration with various media houses and reports that this provides rapid access to all relevant information, whether printed newspapers, magazines, TV/radio or the Internet. The applications are designed to be intuitive and easy-to-use and are presented on a single digital platform. Their Retriever Pulse tool is specifically designed to cover social media.

Contact for further information: John Friesland john.friesland@retriever.se

In this issue

Retriever joins PDLN
Polish payments restart
RRO clash in South Africa
End user licence
Grassy graces Board

Regulars

News from members
NewsRight changes
PDLN site upgrade
Copypress resigns
Diary dates
Republishing seminar
Text aggregators
2013 conference

Polish payments back on track



Newton Media say they have resumed making payments to REPROPOL (Polish publishers) after receiving assurances that action will be taken to address the licensing of other agencies.

Ireneusz Bera, Director of the Polish Branch of Newton Media, reports that she has "reached agreement with REPROPOL".

Image: © Roman Milert | Dreamstime.com

Newton had the cited the

'destructive impact' of competitors Instytut Monitorowania Mediów (IMM) and Press-Service as the reason for the suspension. She said that IMM and Press-Service have an 80% market share between them and had refused to cooperate with REPROPOL, arguing that it was carrying out activities competitive to theirs.

Contact: Hana Juzova hana.juzova@newtonmedia.cz

RRO clash in South Africa

February 2012 saw The Dramatic Artistic and Literary Rights Organisation (DALRO) launch its Media Monitoring Organisations Licence. In response the local MMO industry formed a collective body, The South African Media Monitoring and Measurement Association (SAMMA), to respond to the issue of licensing and copyright. DALRO and the South African Reprographic Rights Organisation (SARRO) were invited to present the licence and address any concerns at the end of July.

DALRO has given feedback to SAMMA on the various queries and now awaits its response with a view to moving forward with the licensing process in the near future. The most recent information on SARRO is that it does not hold any mandates from South African newspaper publishers thus making it difficult for the organisation to sign up licensees. DALRO has recently applied to join PDLN.

Contact: Sarah-Jane Bosch Sarahjane.bosch@dalro.co.za

Standard end user licence

NLA, CFC, Mediargus and NLI met in August to develop the proposal for a standard end user licence.

The advantages for users of a single licence for all international content were underlined by comments from Kantar, Auschnitt and other MMOs at the Dublin conference. Provided national pricing principles are not threatened, PDLN members see value in this, but the complexity of separate licences for national and international content will present operational issues.

The meeting agreed to expand the PDLN member consultation to ensure broad consensus. Members are requested to review the details on the new PDLN website and provide feedback.

Contact: Andrew Hughes ahughes@nla.co.uk

Oliver Grassy graces PDLN Board



Oliver Grassy joined the PDLN Board in June 2012.

Experienced in the media monitoring field, he has been CEO at PMG Presse-Monitor GmbH since January 2012. Prior to that he held the position of CEO at IFM Sports, the 'leading international provider' of research & consulting in sports marketing and sports communication. Further experience in

related fields includes seven years at media monitoring and media analysis experts, Cision Deutschland.

In his spare time he enjoys long distance running as well as hiking in the Alps and was formerly a 400m sprinter.

Contact: Oliver Grassy oliver.grassy@presse-monitor.de

Changes at the top at NewsRight

CEO/President of US-based NewsRight, David Westin, announced in July that he was leaving the digital news licensing company. He will remain as an adviser whilst Srinandan Kasi, former general counsel at Associated Press (AP) and former Chief Operating Officer and Executive Vice President at NewsRight has become interim CEO/President. AP developed NewsRight and holds the biggest ownership share. NewsRight's largest contract to date is with Moreover Technologies, hailed as the first of its kind to allow Moreover clients to get licensed use of news content from hundreds of US newspapers' digital platforms and to learn how that content is being consumed across the internet.

Contact: Srinandan Kasi skasi@newsright.com

PDLN website upgraded

The PDLN website has been modernised to allow greater functionality and flexibility, and to make it easier to maintain and update. We hope that the new website will be used more as a forum for sharing ideas and information. It now includes search function, a comments section, and member information has been reorganised. The new software has also allowed us to improve the design and appearance of the site. Please log on and give your comments. Please get in touch with Jenny Crewe if you need additional passwords.

Contact: Jenny Crewe jcrewe@nla.co.uk

CopiePresse withdraws from PDLN



PDLN regrets to announce that Belgium's CopiePresse – one of the founding members of PDLN -has resigned. Margaret Boribon said, "We felt the need to focus our efforts on

ENPA and WAN-IFRA. With PressBanking (and other Belgian trade bodies) remaining in PDLN we feel Belgian publishers remain well presented in PDLN. We wish PDLN every success and continue to support PDLN objectives."

The PDLN board have written to CopiePresse thanking them for their significant contribution to the organisation over the past four years.

Contact: Margaret Boribon margaret.boribon@jfb.be

Please feel free to copy or forward this newsletter to anyone you think may be interested.

We welcome members' contributions to this newsletter and would love to receive your news.

Please send your suggestions to the new editor, Catherine Dhanjal: catherine.dhanjal@theansweruk.com

PDLN Press Database and Licensing Network, Rue Bara 175, 1070 Brussels, Belgium.

Seminar: republishing content online

The PDLN Republishing Seminar will take place in London on Wednesday 21 November (the same week as London's Online Information Show).

Republishing newspaper content on public sites creates a new licensing opportunity for PDLN members as well as newspaper and licensing staff managing licensing of newspaper content.

NLA and CAL have recently added external copying (republishing) rights to their service with positive results. They will share their experiences at the seminar, discuss customer reactions and online tracking to identify website content users. No fee is charged for this event (travel expenses are not covered).

Contact: Jenny Crewe jcrewe@nla.co.uk

Seminar: working with text aggregators

The PDLN Aggregator Seminar will take place in Copenhagen on Wednesday 10 October. It offers the opportunity to discuss models and experience of working with text aggregators such as Factiva and Lexis-Nexis and to share ideas for creating the most effective relationships with them. PDLN members who operate databases may compete for clients or cooperate with text aggregators who may become valuable content partners (in Belgium and the UK, for example, PDLN members are supplying these companies with data). No fee is charged for this event (travel expenses are not covered).

Contact: Anders Larsen anders.c.larsen@infomedia.dk

PDLN Conference 2013: Stockholm



Following on from a very successful 2012 conference in Dublin in June, the PDLN's next conference will take place in 2013 in Stockholm on June 9th-11th. Image: (c) Nadezhda1906 | Dreamstime.com The 2012 conference saw an excellent number of

attendees and a variety of interesting speakers and we hope that even more PDLN members will attend the 2013 conference.

Swedish news agency TT is organising and hosting the conference. Arrangements are already underway and more details will be communicated over the coming months.

Contact: Ulf Karlsson ulf.karlsson@tt.se