

Google's German news service slashed?

As we reported in our [March issue](#), the German bill on ancillary copyright law, known as the "Leistungsschutzrecht" (LSR) has been passed and came into force on August 1.

This grants publishers the right to charge search engines and other news aggregators for reproducing their content. The intention was to make the situation more favourable for publishers but a last minute change allowed for the use of "individual words or the smallest excerpts of text". While clearly only companies reproducing full texts (or excerpts of substantial length) for commercial use would be required to pay royalties to publishers, there were concerns about how 'snippets' of text would be defined and used.

Unlike other countries where opting out of Google is on request, in Germany Google made a policy change to require publishers to 'opt in'. Silence would be taken as meaning they wanted to opt out.

Reports demonstrate that while some of the largest newspapers have opted in, many smaller publishers have decided to opt out. [Neunetz.com](#) reports that aggregator Rivva.de has decided to turn off its snippets, thus losing over 650 newspapers and blogs from its service.

[Colombia Journalism Review](#) quotes Andreas Tazl of Frankfurter Allgemeine Zeitung as being in discussion with other publishers about "developing a viable concept of collective rights management". While Axel Springer AG's Christoph Keese said his company was "in talks" with VG Media, a collecting society.

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AP-Meltwater announce collaboration

We reported in the [March PDLN newsletter](#) that The Associated Press had won its copyright suit against Meltwater when the US District Court for the Southern District, in Manhattan, ruled that [Meltwater News infringed the use of Associated Press content](#). At the time Meltwater said it would appeal against the judgement but instead the two companies are now making headlines in titles such as USA Today and Reuters about the commercial solution they've reached.

The two companies launched a [joint press release](#) in July announcing that they had "entered into an agreement to develop new and innovative products based on AP's world class content and Meltwater's deep technical expertise in online media analytics". Gary Pruitt, AP president and CEO stated, "the litigation is behind us and we are looking forward to partnering with Meltwater in a positive and constructive relationship going forward".

They aim to "create new revenue opportunities for both parties through the sale of new products through Meltwater's extensive global sales network".

As the press release explains, "With this agreement, the parties have resolved all pending disputes resulting from the AP lawsuit filed against Meltwater in February 2012, claiming copyright infringement, including all appeals." Meltwater has also settled its dispute with publishers in Norway. Legal actions with Canadian publishers are believed to be in progress, and one aspect of the NLA – Meltwater legal case is due to be heard in the European Courts of Justice in 2014.

New PDLN Connect standards

PDLN is extending the PDLN Connect programme which seeks to simplify the process of accessing and using international press content by developing standards for data access, compliance, reporting and licensing.

For most Media Monitoring Organisations (MMOs) the domestic market remains their primary market, with their international coverage is growing in importance and presenting a small and complex area where standardised publisher-MMO joint solutions could simplify legal data access and use.

The PDLN Connect end user agreement potentially replaces multiple user agreements whilst ensuring that the Digital Licensing Organisations (DLOs) retain price setting functions. The DLO/MMO service provider reports usage and collects fees either directly or through a local DLO.

PDLN Connect now includes a standard report containing all the relevant data, as reporting variations currently present a significant issue for MMOs. The aim is that MMOs should be able to report all copying of PDLN members' content in a single standard report that each DLO can use to drive billing for their services.

PDLN's members are encouraged to adopt the new standards. NLA has already adopted the standards in its revised international licences (see story 'NLA's new IMMO licence' on page 2). The agreement is open for discussion and PDLN hopes that all members will give their views. Comments have been requested from FIBEP, AMEC and leading MMOs.

Contact: Andrew Hughes ahughes@nla.co.uk

NLA's new IMMO licence

The NLA has issued details of a new licence which it intends to replace the current eClips International licence and which will be phased in over the next months.

Highlights of the new licence include:

- Addition of full UK content set rights, web content and paper rights to the existing 25 title coverage
- No increase in the minimum fee of €1250 pa
- No change in the per clip fee (not changed for four years)
- Lower web and paper minimum fees
- Encouragement of MMO-MMO supply

NLI, the Irish collecting society, has also authorised NLA to offer access to Irish print and web content under the same licence.

The new agreement will now cover over 200 Irish titles along with over 2,500 UK titles, ensuring that existing MMOs get wider rights for the same fee. It also includes a draft PDLN Connect standard End User Licence and Reporting Form as PDLN works to simplify and standardise as many elements of access and licensing as possible (see story on page 1: 'New PDLN Connect standards').

Contact: Andrew Hughes ahughes@nla.co.uk

Conference 2014 - save the date

Preparations are well underway for the 2014 PDLN Conference to be held in Madrid from June 1st-3rd.

Speakers will explore the topic of 'Social Media and the Press'. Meltwater have accepted an invitation to speak.

The location is confirmed as the [Hotel Miguel Ángel](#), a good value five star hotel located centrally behind Madrid's main street, Paseo de la Castellana.



Mayan Escan Berlut85@kentoad.it

More information will be available in our next newsletter and added to the website as speakers are confirmed.

Contact: Jennifer Crewe jcrewe@nla.co.uk

New look for the PDLN newsletter

In order to ensure members are kept up-to-date with fresh news, from October PDLN and industry news will be put up onto the PDLN website as it happens. The stories will still be incorporated into a formal newsletter on a two-monthly basis but the new approach will allow members to see items on a more timely basis and also allow better integration of PDLN news with social media such as Twitter.

Contact: Jennifer Crewe jcrewe@nla.co.uk

PDLN Catalogue

PDLN is pleased to announce that the beta version of the PDLN catalogue, listing PDLN licensed and supplied titles, is now available on the member area of the website.

Users can search titles by name and country.

The plan is to make the resource available to MMO and other website users wanting to copy material so they can identify and approach the right PDLN member. It would also remove any excuse for not doing so. PDLN hope members will review the service, ensure their data is included and accurate, and submit any comments prior to the site becoming public.

Contact: Andrew Hughes ahughes@nla.co.uk

Changes at the top at Visapress

Carlos Marques has announced his departure from his post as managing director at Visapress and in September PDLN noted with regret his resignation from the PDLN Executive Board and thanked him for his contribution as member, board member and host on the memorable 2011 Lisbon PDLN conference.

Visapress remains a PDLN member and manages the copyright and related rights of publishers in Portugal. It is owned by the main companies in the media sectors in Portugal and represents almost all national and regional newspapers and magazines in Portugal.

Infopaq Germany has closed down

It's been announced that Infopaq Germany is no longer trading. Infopaq Germany bought the business in 2010 from the Cision group. German MMO Ausschnitt are offering Infopaq Germany's customers a replacement service.

Meanwhile the Danish operation, Infopaq Denmark was sold last year to Infomedia. Infopaq Sweden has new investors and continues as part of the Media Intelligence Alliance with Infomedia and Opoint.

Infopaq's eight year dispute with the Danish Daily Newspapers Association established that [copyright could exist in an 11 word headline](#).

Newz launches in the Netherlands

12 leading news publishers are developing a shared content platform under the name of [Newz](#). The content platform will offer editorial content from news media companies, including newspaper publishers with content offered in a standardised and enhanced form. Businesses and publishers can use Newz to develop applications for both private and commercial users.

NDP Nieuwsmedia took the initiative to develop a shared platform on behalf of the publishers, who responded by forming Newz BV. Newz BV facilitates the platform, from which publishers, app designers, content integrators and media monitoring firms can buy news. Businesses make arrangements with individual publishers as to how the news will be used, whilst their involvement in Newz gives publishers a stronger financial basis to produce editorial content.

Newz provides news with a uniform headword format and integrates the content into the worldwide semantic 'linked open data network'. A semantic network not only recognises people, companies, places and subjects in an article ('named entities'), it also creates links between these entities based on all articles. These links add extra information to an item and enhance the platform.

The Netherlands Press Stimulation Fund offered subsidies to make the semantic network possible and the project is supported by CLIP.

See video [here](#).

Contact: Barry Pijnacker barry.pijnacker@cedar.nl

PDLN seminars – your help required



Image: © Angelle McGraw | Dreamstime Stock Photos

Since its inception in 2008 PDLN has held many successful seminars.

Your ideas please

We're now seeking input on relevant subjects and ideas for future seminars along with volunteers from our members to host and arrange them.

Please email any suggestions and proposals to Tim Wolff Jacobsen and he will get in contact to discuss.

Contact: Tim Wolff Jacobsen tim.jacobsen@infomedia.dk



Profile: Susana Checa, CEDRO



Susana Checa is the manager of the Licensing Department of Centro Español de Derechos Reprográficos (CEDRO) in Spain. CEDRO was established in 1988 in order to represent and defend the legitimate interests of authors and publishers of books and periodicals by authorising and endorsing the legal use of their works.

Susana joined CEDRO in 2001 having previously worked as a lawyer. CEDRO is currently driving efforts to put into practice Spanish legislation regarding press clippings in order to provide newspaper publishers with an appropriate remuneration for the use of their newspapers.

As a fairly new field of activity for CEDRO, becoming a member of PDLN is a great opportunity to learn from senior members and explore opportunities for international collaboration.

Contact: Susana Checa scheca@cedro.org

Profile: Mika Roman, STT Viestintäpalvelut



Mika Roman is the manager of STT Viestintäpalvelut, a subsidiary of the leading Finnish news and picture agency STT-Lehtikuva. STT Viestintäpalvelut concentrates on media monitoring and newswire services, working with Finnish PR professionals.

At the moment STT Viestintäpalvelut is the sole provider that can provide its customers with PDF-format newspaper content, having negotiated contracts with all of the major media houses in the Finnish market. Customers are embracing the new service and business is growing rapidly.

Prior to joining STT, Mika worked in various sales and marketing positions in the entertainment and financial sectors. He is running STT Viestintäpalvelut like a start-up within STT-Lehtikuva. This is something of a cultural challenge, one he is happy to face. Outside the office Mika is an active fencer and coach, having won the national men's sabre title nine times.

Contact: Mika Roman mika.roman@stt-lehtikuva.fi

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 pdln@presse-monitor.de

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

