



## **PDLN Newsletter September 2016**

### **Leaked EC report supports ancillary rights.**

A leaked draft EC impact assessment suggests radical changes to copyright are being recommended – much more than anticipated. The report – available at <http://tinyurl.com/zgzyhzi> - suggests support for ancillary rights (compensation for news providers from search engines), support for a publishers right, but with a proposed exception for education copies 'for illustrative purposes' improved protection for authors, text and data mining and library preservation exceptions. It is a draft and any further progress after its publication in September is subject to a lengthy further negotiation. As such it is too soon to assume too much, but the sense is that news publishers have won the lobbying battle, with some minor setbacks on smaller issues, and there is no clear sense yet of how ancillary rights can work in practice. But the copyright wars are far from over.

### **CEDRO wins MMO court case**

CEDRO have announced that following several court applications they have reached an agreement with Augure (also known as Launchmetrics, and operating in several countries). Under this agreement:

- Augure agreed to pay for the past use of CEDRO licensed content
- Augure signed the CEDRO database license
- Augure accepted CEDRO tariffs for the use of digital newspapers.

As Augure supply other Spanish MMOs with web content, this will significantly increase the scope of web licensing in Spain. Patricia Riera Barsallo from CEDRO said "This case sets an important precedent for the rest of MMOs in Spain. The support of the courts for the CEDRO licence will help the wider moves towards copyright compliance and fair remuneration for content owners".

### **PMG Presse-Monitor introduces new digital do-it-yourself media analysis, MediaMeter**

In early summer this year PMG launched an integrated digital platform for media monitoring and analysis. Based on the largest up-to-date press database in German-speaking countries, PMG MediaMeter provides immediate evaluation of the current news coverage. The news panel consists of around 2,000 leading German and international print and online publications on national, regional and local level including the most comprehensive real time print media panel in German language. PMG MediaMeter sets new standards regarding the speed of the processing of content. Thanks to intelligent text analysis methods, short calculation periods and powerful filter options the analyses of opinion making and identification of issues, stakeholders and multipliers is carried out in real time. By combining the results with detailed media data MediaMeter merges crossmedia range of coverage and performance for all groups of media brands. All results are provided in personalized dashboards with interactive charts and can easily be shared. Ad hoc alerts keep users informed throughout critical issues or emerging trends. PMG MediaMeter is PMG's answer to the growing demand in the communications industry for a faster, automated media analysis for classic media. Technology and design of established social media monitoring tools are combined with high-quality editorial content of print and online media opinion leaders from the PMG press database. Contact [ingrid.moorkens@presse-monitor.de](mailto:ingrid.moorkens@presse-monitor.de)

## **PDLN Rome - conference report**

The PDLN Rome conference was a record breaker, with more delegates from more countries than any previous event. For the first time every continent was represented, and a packed speaker program included representatives from MMO associations AMEC and FIBEP, local and international publishers, EU experts, and local MMOs. As ever member presentations and networking offered significant value, especially for a number of new delegates and prospective members. CCC were accepted as our new US member, and JRRC from Japan were welcomed as a potential new member. Hosts Promopress also had set up fabulous venues for the conference, the dinner, and the social program. Adding in some fabulous Roman weather completed the mix. And financially PDLN did better than ever. Our Greek member OSDEL will host the 2017 event in Athens in June. They have a tough act to follow.

All the Rome presentations are available to members in the member area of the PDLN website. Contact [pdlninfo@nla.co.uk](mailto:pdlninfo@nla.co.uk) if you need a password.

*Conference quiz: First reader to name 10 attendees photographed below wins a beer, collected in Athens 2017.*



## **PDLN autumn seminar program**

PDLN has two seminar dates for members. In London on September 29<sup>th</sup> CLA host a seminar on licensing schools use of news content. APA are holding a seminar Vienna on December 1<sup>st</sup> on PDF processing. PDLN seminars provide an opportunity for members to compare and contrast approaches to common problems. Both events are free to members. Contact [pdlninfo@nla.co.uk](mailto:pdlninfo@nla.co.uk) for details.

## **PDLN – board changes**

PDLN conference elected two new members to the PDLN board in June. Patricia Riera Barsallo" of CEDRO joins the board, as does Caroline Morgan currently of Copyright Australia (see below).

## **Cision completes PR Newswire acquisition**

Cision has completed the acquisition of PR Newswire. Cision now combines Cision, Vocus, Gorkana, PR Newswire and two smaller social media business. See <http://www.cision.com/us/cision-acquires-pr-newswire> . In a related development CEO Peter Granat becomes chairman, and is replaced by Kevin Akeroyd as CEO. Akeroyd has a track record in acquisitions and integration issues.

## **New head for IFRRO - Caroline Morgan**

Copyright Australia General Manager and PDLN board member Carline Morgan has accepted the role of CEO of IFRRO, the global body for RROs. She has been part of the IFRRO family and its network for a number of years and currently chairs the Asia/Pacific Committee and the Legal Issues Forum of IFRRO. Caroline will start with IFRRO on 1 October, and she will have a one month's handover with current CEO Olav Stokkmo.

## **USA copyright body CCC joins PDLN**

PDLN members have welcomed US based [Copyright Clearance Centre](#) as full members. CCC are one of the largest and oldest copyright licensing services, with over 400 staff and annual revenues of over \$300m. They operate in the US and internationally and are especially strong in the licensing of science, technical and medical content. Their recent acquisition of content delivery technology underlines a global ambition to integrate content and rights into users' workflow. Contact [vcodron@copyright.com](mailto:vcodron@copyright.com)

## **Japan joins PDLN**

JAC, the Japanese RRO, are joining PDLN as an observer from October 1<sup>st</sup>.

## **PDLN website changes**

Keen eyed users will have noted that the PDLN website has been re-organised to allow users to find content by topic as well as by events. Older data has been moved to the archive. We hope this will make the resource more vaulabvle to members. Contact [pdlninfo@nla.co.uk](mailto:pdlninfo@nla.co.uk) for a password, or with requests and suggestions.

## **Future Events**

Sept 28<sup>th</sup> – Licensing Hub Seminar, NLA, London

Sept 29<sup>th</sup> – PDLN Seminar, Education Licensing and News – CLA, London

November 1-3rd – IFRRO annual meeting, Amsterdam

November 16-18<sup>th</sup> – FIBEP Congress, Washington DC <http://www.fibepcongress.com/>

December 1<sup>st</sup> – PDLN Seminar, PDF processing, APA, Vienna

June 2017 – PDLN conference, OSDEL, Athens

## Member Profile – Michael Healey, CCC



Michael Healy is the Executive Director (International Relations) at Copyright Clearance Center and is based in New York City. He leads the company's international relations team and is responsible for managing its commercial partnerships with collective management organizations around the world.

Prior to joining CCC, Michael was Executive Director of The Book Rights Registry and previously Executive Director of the Book Industry Study Group (BISG), a New York-based non-profit membership organization dedicated to improving the efficiency and the effectiveness of the U.S. book industry through the development and maintenance of standards, research, education and information.

Before moving to the United States in 2006, Michael worked for more than 20 years in the publishing industry in the UK, spending most of that time in senior editorial, sales and distribution roles in digital publishing.

For much of his career, Michael has been closely involved in the development of standards for the international book trade, and is particularly associated with standards for metadata, rights, product information and electronic commerce. He has been Chairman of the International ISBN Agency, a Director of the International DOI Foundation, and he led the international ISO committee that developed ISBN-13. He currently chairs the International Standard Name Identifier (ISNI) Agency and is a member of the partners' board of the UK Copyright Hub.

*Requests for additional users and contributions for the PDLN Newsletter should be sent to [pdlninfo@nla.co.uk](mailto:pdlninfo@nla.co.uk). Feel free to share the publication.*