



newspaper licensing agency

Respect for Copyright



## Press Cuttings – Pirates or Partners? Newspaper Database and Licensing Network Initiative

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## EU market for media monitoring is a mess

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- **Was almost exclusively national**
  - Language barriers
  - Physical delivery was normal
  
- **Digital development is now changing the market**
  - Web based content widely used
  - Web based delivery replacing paper
  
- **Service development is restricted**
  - Different legal regime in different countries
  - Pricing structures vary
  - Limited competition

## Nobody wins from current practice

- **No consistency between countries**
- **Copyright law, authors rights, price, and service models vary widely**
- **Limited clarity on copying rights and very difficult to know what is legal**
- **Result is**
  - Very difficult to provide pan European service (PCA)
  - Limited pan European service development (User)
  - Copyright not widely accepted or respected (Publisher)
  - Nobody wins



## Publishers need to control digital copying

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- **Press cuttings copying can damage core publications and wider rights**
- **Confusion over rights helps unlicensed copying**
- **Expansion of digital copying increases the threat**
- **One digital copy can reach the whole internet in seconds**



## Publisher are making initiatives in national markets

- **To address their concerns many publisher groups have developed own database and licensing organisations (DLOs). Examples include;-**
  - Germany – PMG
  - UK – NLA
  - Belgium – CopiePresse/Press Banking
  
- **Services are**
  - a response to user demand for licence rights and service, and
  - a defence of copyright from unlicensed media monitoring companies
  - a recognition that many reproductive rights organisations (CCC in US, VG Wort in Germany etc) do not cater for newspapers special needs
  
- **Database + licensing services can**
  - improve the user experience
  - increase availability of content
  - increase transparency

# Press Database and Licensing Network

- Publishers now looking at linking national initiatives to resolve European problem
- Can we create a common service and licence model?
- Could the model aid users, publishers and intermedia
- What can we learn from each other?
- PDLN trade body formed
  - Initial meeting held in London in November 2007
  - Follow up in Berlin April 2008
  - Further session in Brussels Nov 2008
- Attended by representatives from Austria, Belgium, France, Germany, Ireland, Norway, Portugal, Poland, Switzerland, + UK.





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## Publisher goals will be addressed by PDLN

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- **to support legal use of newspaper publishers' content with a practical and commercial licensing service.**
- **to offer content delivery services designed to help make delivery efficient and secure.**
- **to develop simple licence and service options covering multiple EU + global markets.**
- **to work together to try and find commercial and technical business models that protect publisher rights and offer better user services.**
- **to support creation of press database and licensing organisations in countries where they don't yet exist**
- **to work with press cuttings agencies, through FIBEP, their trade body**

# Press cuttings agencies are changing

- **Press cuttings are a fact;- most large companies use these services**
- **Publishers cannot readily offer press cuttings**
  - Users demand comprehensive press, magazine, TV, radio, web
- **Digital developments have raised sensitivity**
  - CopiePresse Google is classic example
- **Media monitoring has become more professional**
  - 3 UK companies have 200+ staff
  - Significant VC investment raises IP / compliance concerns
- **FIBEP (Federation Int'l de BeaurauX de Press) has 100 members globally**
  - <http://www.fibep.info/fibep/en/index.php>
- **FIBEP has now adopted a copyright charter**
  - Commitment to respect copyright
  - Caveats around publisher requirement to licence on 'fair terms'
- **PDLN now keen to discuss with FIBEP development of this code**



## Publishers should support this development

## UK see press cuttings companies as partners

- **Market development from**
  - 1995 unlicensed pirates, to
  - 2008 business partners
- **Deliver £3m direct business, and channel to market for PR users**
- **NLA developed a press database – eClips - for press cuttings service.**
- **Users and PCAs access NLA eClips**
  - Increase transparency for publishers – and revenue
  - Saves cost for PCAs
  - Increases service quality for users



## NLA eClips now going international

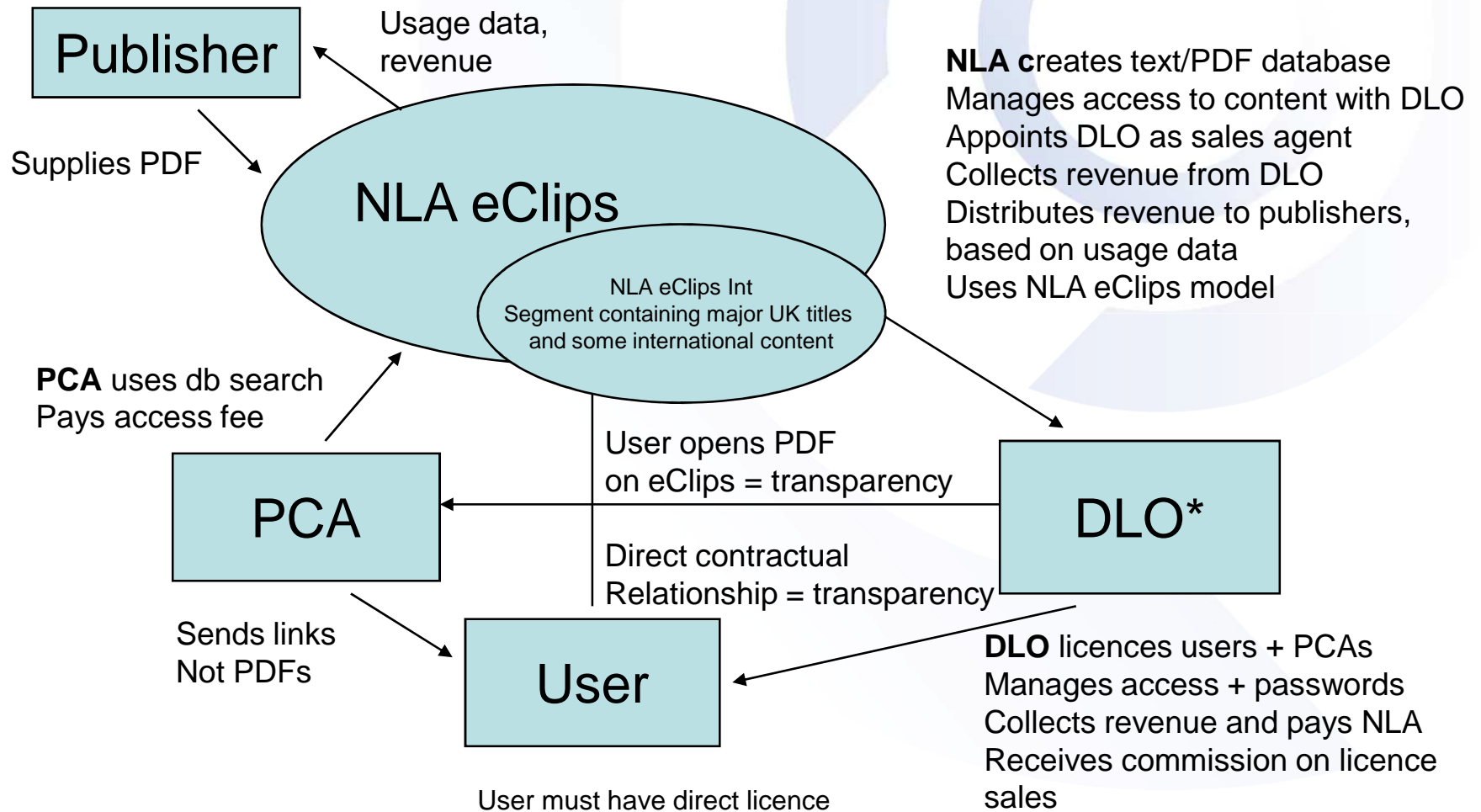
- **Aim to create publisher owned global press cuttings database for use by PCAs and users**
- **Goal is legal, transparent use of press cuttings**
- **Want include major business titles on service**
  - 2-3 leading titles from each country
- **Licence access direct and through PCAs**
- **Hold PDFs on eClips database to create transparency**
- **Offer simple direct end user licences**

**Aim to move the market to a legal, publisher controlled solution**



# NLA eClips provides control and transparency

\* DLO = Database and Licensing Organisation



## What we want from EBP

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- **NLA wants EBP titles on eClips**
  - Please contact us.
- **PDLN wants publisher awareness + support**
  - Support for the fact that a publisher led initiative is the best solution.
  - Recognition that we are moving to create solutions.
- **Contacts with appropriate organisations in other European countries**
  - Spain, Italy, CEE are notable absentees
  - Publisher Associations welcome where no database or licensing organisation exists