



news value 2013

Supporting journalism

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55 million
articles



1,350
newspaper
titles

750
magazine
titles

1,030
web
titles

About NLA media access

NLA media access limited represents the intellectual property rights of the most respected publishing brands in the UK. These include 1,350 newspapers, 750 magazine print titles and over 1,030 web titles in the media monitoring market.

The company also operates a database holding over 55 million individual articles. Through licensing and the provision of database services, NLA enables businesses to access the news content they need in the most effective and compliant way and ensures that publishers are rewarded for their investment in journalism.

Chairman's foreword



Tim Brooks
Chairman

2013 was a significant year for NLA media access. After many successful years focusing on content licensing and data feeds for newspaper publishers we began to manage royalty collection for a number of leading magazine publishers.

Following the Professional Publishers Association's recommendation of the NLA media access licensing model to its members, over 150 publishers (40% of the monitoring market by value) have joined NLA licensing over the past nine months. That was a resounding vote of confidence in our track record and will drive further value for publishers over the coming years.

But we did not lose focus on our existing business. In 2013 we paid over £25m in royalties to newspaper rights holders. That revenue stream funds the equivalent of 1,100 jobs in journalism by offering businesses the ability to use newspaper content legally and efficiently. In 2013 more than 200,000 organisations relied upon NLA media access annual licences.

We are proud that eighty two percent of the company's revenue is returned to the publishers to be invested back into the industry.

At the same time, we have invested in new services which reflect our commitment to simplify and improve access to information. We offer content not only to thousands of communications and PR professionals, but a range of data driven services to publishers themselves, including the cutting edge ClipShare service used by 7,000 UK journalists, which we will expand and upgrade in 2014.

I would like to thank my predecessor as Chairman, Richard Withey, who held the role for four years, but served as a board member for nearly ten years in total, representing News UK and The Independent. Richard has been a key driver in helping NLA media access to evolve its services in the digital publishing era and I look forward to the challenge of supporting the management team in continuing that transition.

Tim Brooks

Chairman

Managing Director's statement



David Pugh
Managing Director

This has been a busy and positive year for NLA media access.

The most notable development in 2013 has been the broadening of our licensing repertoire to include a wide portfolio of magazine and web content. A further 450 print-edition and 350 web titles will be covered by NLA media access licences from April 2014. As other titles continue to join during the year our licences will be increasingly useful to clients.

The growth in our licensing portfolio will naturally create an increase in the number of print and web titles available to media monitoring agencies through the eClips database during the course of 2014. This in turn will lead to more titles becoming available to clients earlier and in a higher-quality format.

In addition to its core role in supplying monitoring agencies, the eClips database provides a range of services to publishers. In 2013, an Online Article Tracking Service was launched, to monitor infringement of publishers' copyright. OATS identifies where content taken from national newspaper websites has been copied elsewhere in the public domain; during 2014 the service will be extended to a wider range of publishers.

During 2013, a number of photo libraries took advantage of another service that has been developed from eClips. PhotoChecker provides agencies with an efficient way to track use of photographs by searching online page views of publications in the database, enabling contracts to be monitored and facilitating efficient and timely payment.

In the autumn of 2013, NLA media access announced the appointment of the Copyright Licensing Agency (CLA) to act as our agent for licensing newspaper publications in the education sector. From 2014 it will mean that schools and colleges will need one copyright licence to cover their use of print-sector content. This is a small step in a commitment to simplify licensing and access to content that will increasingly involve working with other collective management organisations, whether individually or jointly through the Copyright Hub and other bodies.

Supporting journalism remains not only core to our day-to-day work, but is also reflected in financial support to the Journalism Diversity Fund, which contributes to the training of journalists from socially diverse backgrounds. We have been involved in the JDF since its launch in 2005 and our total contribution will reach just under £1m in 2014.

In January we welcomed a new chairman, Tim Brooks, whose experience across a broad range of publishing will be invaluable to our business. I look forward to working with Tim, but would also like to thank Richard Withey, our outgoing Chairman, who has provided wise counsel to the board and management team during a period of rapid change and development for the company.

David Pugh
Managing Director

£880K
CONTRIBUTED TO
THE JOURNALISM
DIVERSITY FUND

Where does our revenue come from?

At the end of 2013, NLA media access licensed just over 9,500 organisations and earned a total of £28.7m from licensing.

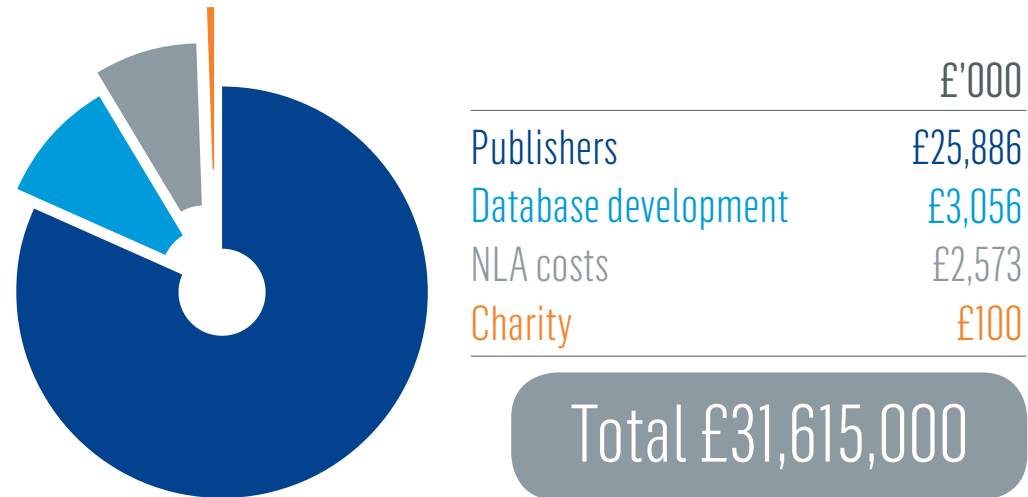
A further £2.9m came from provision of media monitoring and database services.



* In October 2013 NLA media access began the collection of magazine royalties on behalf of magazine publishers.

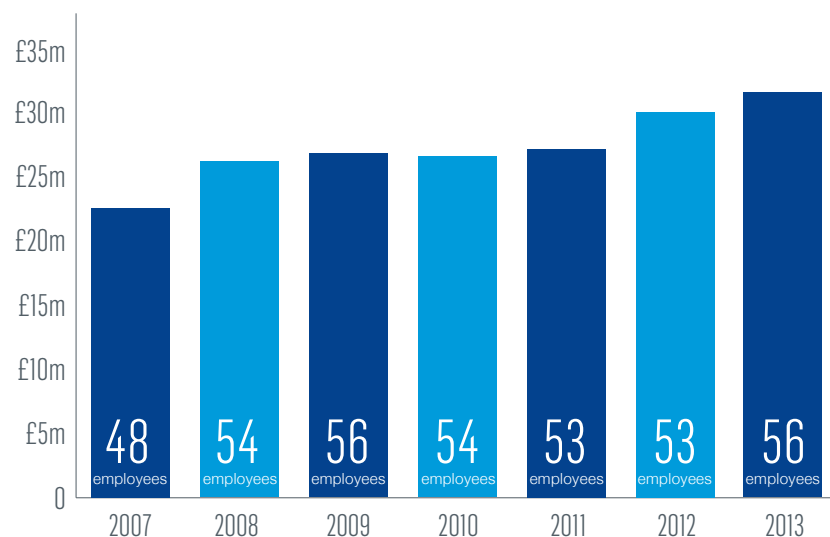
Where does our revenue go?

In 2013, 82% of revenue generated by NLA media access was paid to publishers.
NLA also donated another £100,000 to the Journalism Diversity Fund.



Revenue per employee

Revenue per employee has increased from £468k in 2007 to £565k in 2013.

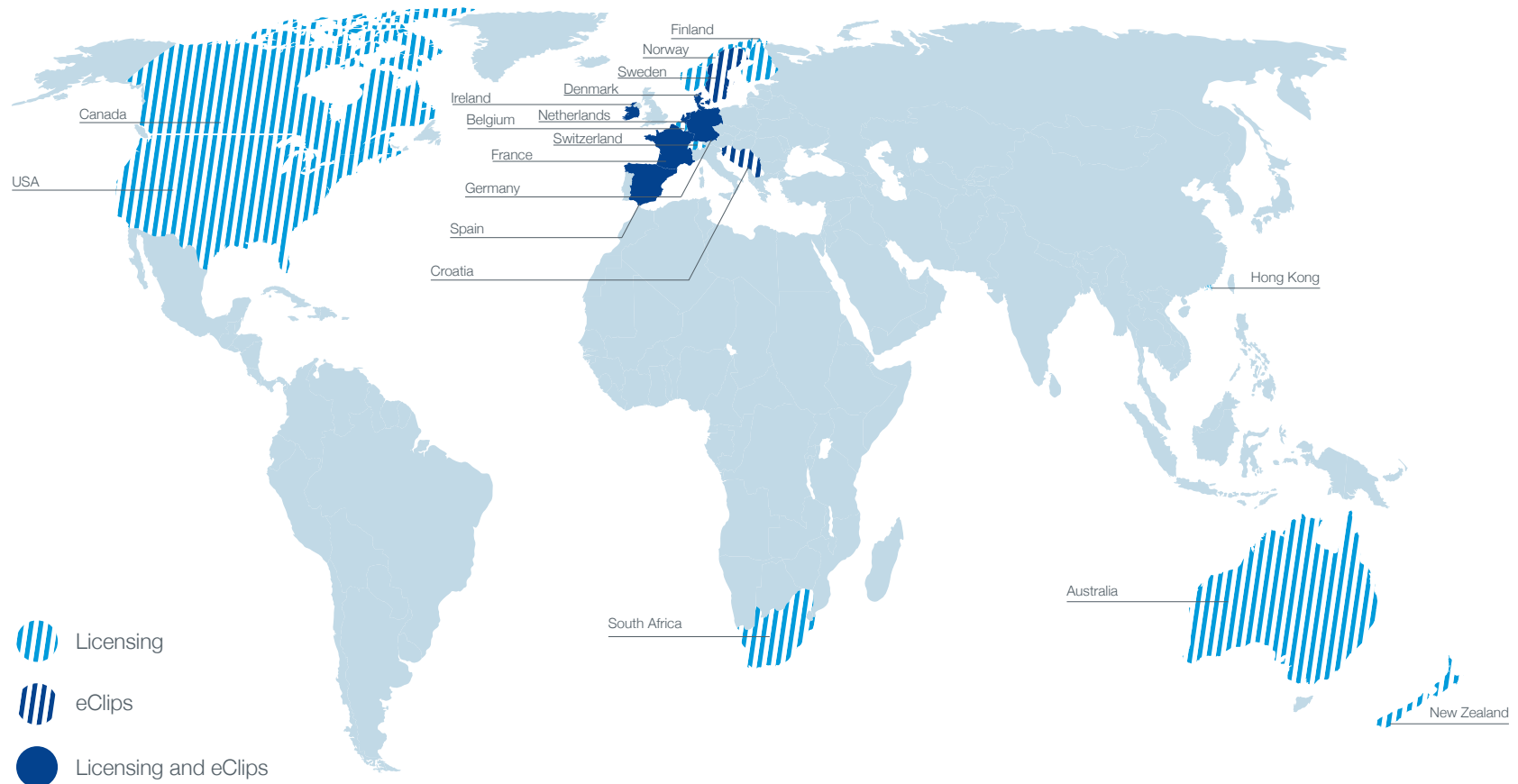


	£'000 2007	£'000 2008	£'000 2009	£'000 2010	£'000 2011	£'000 2012	£'000 2013
Revenue	£22,478	£26,111	£26,729	£26,508	£27,088	£29,959	£31,615
No. of employees	48	54	56	54	53	53	56
Revenue per employee	£468	£484	£477	£491	£511	£565	£565

NLA media access reduced administrative costs in 2013 to just 8% of revenue, the lowest we have recorded to date.

A growing international market

A small but growing revenue stream comes from NLA database services and licences granted abroad. Last year these generated £637k from 21 countries including France, Ireland, Germany and the United States.





Working with magazine publishers

In last year's annual review NLA media access announced its expansion into licensing of secondary rights for magazines and online titles. This was promoted by a recommendation from the Professional Publishers Association (PPA), based on NLA's performance for newspaper publishers and recognising that commercial magazines and newspapers form a natural media monitoring repertoire for clients.

The first wave of magazine publishers began licensing in October 2013. Since then the number of magazine print and web titles joining NLA licensing has increased to approximately 2,200 or 40%, of the media monitoring market.

Many smaller publishers are still missing out

altogether on royalties for their copyrighted content. To raise awareness of the NLA's expanded role, the company launched a marketing campaign in January 2014, with a dedicated microsite and programme of content management master classes for publishers.

As Andrew Horton explains on the page opposite, those who are switching have been attracted in part by a strong track record of licensing royalty growth for NLA licensed publishers. Overall NLA media access has delivered a 50% growth in revenue to publishers in the last 5 years.

Publishers can receive assistance with registering for royalty payments by visiting:

www.nlaroyalties.co.uk

Licensing spotlight: IPC media switches to NLA media access



Andrew Horton
Director,
IPC media

As the director responsible for driving IPC's content syndication and licensing, I have a very strong interest in revenue streams resulting from primary and secondary licensing. This is an income stream publishers can get right, and benefit from long term, with just a small investment of time.

I knew that The Economist had switched its licensing to the NLA and been rewarded with a 35% compound growth in revenue. So as members of the Professional Publishers Association (PPA), IPC was among the first wave of magazine publishers to move to NLA last year.

NLA media access has a great track record in delivering revenue growth for its members. It has a particular strength in the media monitoring market where IPC's content is actively copied by businesses across the UK.

The business model is very effective – if IPC's content is 'clipped' and supplied to an organisation by a media monitoring agency, NLA is advised of the quantities and licenses the agency and business accordingly. The publisher mandates NLA (via the Publishers Licensing Society) to do this on their behalf. In return, we get a monthly royalty cheque. It's that simple.

For IPC, the switching decision was straightforward. I appreciate that will not necessarily be the case for all publishers, but the good news is that publishers now have another option to monetise their content and I would urge them to give NLA media access a try.

Andrew Horton

Director, IPC media

About Andrew Horton

Andrew Horton is a director at IPC media, which produces over 60 iconic media brands, reaching 267 million UK adults. He is responsible for IPC's international activity, content syndication, and brand licensing and commercial partnerships.

“ I knew that The Economist had switched its licensing to the **NLA** and been rewarded with a 35% compound growth in revenue. ”

Spotlight on a regional newspaper publisher: Archant



Brian McCarthy
Finance director
Archant

As Finance Director at Archant I know all too well the pressures the newspaper industry has faced in recent years as print titles change to become multi-channel media brands.

As with much of the industry Archant - a privately owned media business owning a range of regional newspapers, magazines, websites and other digital media - is going through a period of rapid evolution. In 2013, for example, we won a licence to broadcast television to the City of Norwich as part of the government's new local TV station initiative. But copyright royalties remain very important to us.

Archant is the largest publisher of regional and local lifestyle magazines and associated digital media in the UK. Many communications professionals are keen to copy and circulate around their businesses clippings of content from more than 100 of our news and magazine brands.

I sit on the NLA media access board and it is my

job to ensure the interests of regional publishers are heard. In my experience NLA media access is an efficient organisation at ensuring publishers get their rights in order, and get fairly paid for the content they produce.

Since 2001 our royalties have grown by a factor of seven and in the last year alone we saw them rise 10%. The royalties we receive contribute to our investment in high quality editorial and photographic content and the number of journalists and photographers we employ.

Archant Magazine Cheshire Life appears in the top titles monitored by NLA licensed agencies and their clients. Meanwhile our Ham & High and Barking & Dagenham Post are among the top 2,000 newspapers monitored and copied by NLA licensed media monitoring organisations.

When it comes to generating a reliable, growing stream of income, we are very pleased with the work NLA media access has done for us, and I am sure many other publishers would say the same.

Brian McCarthy
Finance director, Archant

About Brian McCarthy

Brian McCarthy is Finance Director of Archant Group. He joined the NLA media access board in 2012 to represent the interests of regional newspaper publishers on behalf of the Newspaper Society.

Technology for publishers, journalists and photographers

The eClips database is a major focus for investment, providing services to monitoring agencies and publishers.

eClips is a database of print and web publications which is made available to a range of 31 UK and international agencies.

Other database initiatives rolling out in 2013/14 include:



A large volume of newspaper web content is currently being republished online without publisher permission. NLA media access launched OATS in 2013 in order to enable publishers easily to identify infringements and seek licences from the publishers and discovered websites.

After a successful trial with four national newspapers, identifying over 1,700 web domains infringing in a single month, the service has moved from pilot to roll out. It will be further developed alongside other publisher initiatives to minimise online copyright abuse.



With 55 million articles from over 130 publications dating back to 2006, ClipShare gives journalists at subscribing publishers access to a searchable database of print articles viewable in text, article or page format.

The database is a vital tool for publishers in keeping an organised, easily accessible record of the content they produce every year. In 2014 a major upgrade is planned; expanding the archive to web as well as print content, backdating content to 2001 and making several magazines' print content searchable.

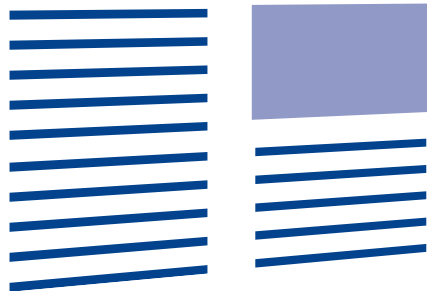


PhotoChecker provides online access to a library of major UK titles, including time and geographic editions, and an archive. The aim is to reduce the time spent reconciling supply and payment for use of photographs. Early adopters have included Getty and Press Association Images, but smaller agencies are also benefiting from the service.

“Monitoring use of images in both printed newspapers and particularly on their fast-changing websites is a challenging task. Having access to a database with all editions of printed titles and every image that appears online is a very useful tool.”

Martin Stephens
Managing Director of
Press Association Images

CODE OF CONDUCT



Our code of conduct

NLA media access places great importance on high standards of customer service. As part of this commitment we published a voluntary code of conduct in the summer of 2012.

NLA make a number of commitments within this code, including appointing an independent ombudsman to handle complaints, responding to queries within a maximum of five working days and making the process of accessing and using newspaper content as quick, easy and economical as possible.

In 2013, a year on from the first publication of our code, the British Copyright Council announced a review of all collecting societies' codes of conduct.

We are fully engaged with this review and continue to strive to improve the customer experience.

Corporate responsibility



In addition to its support for publishers, NLA media access is a major donor to the Journalism Diversity Fund (JDF). Encouraging new talent from a range of backgrounds is vital to the future of the publishing industry, but difficult economic circumstances can put off talented young applicants who cannot afford course fees.

Since its creation, the JDF has provided bursaries for over 150 aspiring journalists and in 2013 supported 22 students from diverse backgrounds who would not otherwise have had the financial means to support themselves on a NCTJ-accredited course.

Last year NLA media access donated £100,000 to the fund bringing its total support for the bursary scheme to £880,000 since it launched in 2005. One such beneficiary from the scheme, Khaleda Rahman, has written for us in this year's report.

In 2013 the JDF expanded its programme of support for young journalists by creating salaried internships at regional newspaper companies.

OVER 150
BURSARIES
FOR ASPIRING
JOURNALISTS

The JDF bursary in action



People say that to succeed in journalism, you need contacts. But what if, like me, you don't know anyone? Should you not even try? If I had listened to these people, I would have given up a long time ago.

I had no clue how to go about pursuing a journalism career. Lack of experience and contacts as well as financial issues should have put me off, but luckily I stumbled across the Journalism Diversity Fund and that led me to where I am now.

After receiving a bursary from the Journalism Diversity Fund and attending a fast-track journalism course I achieved the NCTJ gold-standard and then joined an internship scheme for bursary recipients at Newsquest, writing for the Wimbledon Guardian and News Shopper. After a great time at these papers and as an intern at the NTCJ I have now joined the MailOnline graduate scheme.

Diversity in the media is necessary so that newsrooms can reflect the communities they represent. But for many aspiring journalists, including myself, the biggest barrier is a financial one and paying for a course when you've already got a mountain of student debt is a scary thing!

That's why a project like the Journalism Diversity Fund is so crucial. In every newsroom I've had the chance to be in, from local newspapers to ITN and The Times, I've seen a lack of diversity. That is slowly but surely changing, in part thanks to the Fund.

For me, it's been a hard slog, but I have no regrets because I love my job. From one day to the next, you never know what's going to happen. I've found myself interviewing TV stars, then on the roof of the houses of Parliament, followed by a mammoth day of inquests. There's never a spare moment and I wouldn't have it any other way.

Khaleda Rahman

Reporter, Mail Online

“ I've found myself interviewing TV stars, then on the roof of the houses of Parliament. ”

Working with industry and government

NLA media access is involved with a number of initiatives with industry and government to improve the processes of licensing and supplying content in the media monitoring space and improve standards of customer service. These goals can only be achieved in full through collaborations with other organisations. One of the organisations that NLA supports and works closely with is the Copyright Hub.

The Copyright Hub

The Copyright Hub, launched in 2011 following the 'Copyright Works' report by Richard Hooper and Ros Lynch, moved into an exciting new phase in 2013, with the appointment of a new Chief Executive, Dominic Young and the launch of its online information portal and future roadmap. NLA supports the Hub through funding and active involvement in its working groups, as we believe that pan-industry cooperation is vital to improve copyright licensing for all parties in the value chain.



“The NLA continues to be a sterling supporter of the Copyright Hub. Their immense technical expertise contributes to the development of a number of new initiatives as the Hub moves into an intense period, developing its own operational capabilities alongside a number of pilot projects putting its vision into action.”

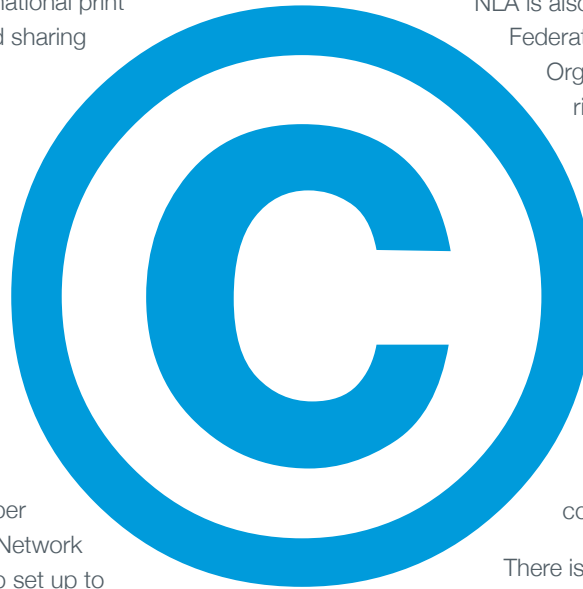
Dominic Young
Copyright Hub CEO

International copyright

Making licensing and copyright clearance easier

Media monitoring agencies and their clients increasingly need access to international print and web content. Developing and sharing common licensing and database standards internationally will help monitoring agencies to offer a more streamlined service for clients. NLA supplies 13 leading international agencies and over 1500 businesses outside the UK with content. In 2013 NLA extended its agreements for these agencies to include wider UK news content and rights, and simpler administration.

The NLA is also a founding member of the Press Database Licensing Network www.pdln.info - a specialist group set up to exchange expertise and improve user access to international content. PDLN now has 28 members in 19 countries who are working on a programme – PDLN Connect – which aims to



simplify and standardise technical and licence terms for international content.

NLA is also a member of the International Federation of Reproduction Rights Organisations, www.ifrro.org and has rights exchange agreements allowing thousands more businesses legal access to UK content. NLA has completed its first three IFRRO digital rights exchange agreements (Spain, Hong Kong, South Africa) and expects to complete more in the next year.

PDLN and IFRRO will help NLA provide market based data, feedback and comment to the EU copyright review over the coming year.

There is still a great deal more to do to overcome legal and commercial barriers in order to make cross-border and cross-repertoire licensing easier, but we expect to make real progress in 2014.



Sandra Chastanet
Rights Holders and
International Relations
Manager for CFC

eClips: The French connection

Le Centre Français d'exploitation du droit de Copie (CFC) uses the eClips technology platform for the creation of content services for French publishers and media monitoring companies. CFC supports its licensing activities by offering a range of data services of French content using the NLA eClips technology, most notably the Distre-Pressé platform serving Media Monitoring Organisations with French newspaper, magazine and other periodical content.

The Distre-Pressé service launched in November 2012 with 19 national titles and has steadily progressed to supporting 25, including renowned publications such as Les Echos, Le Monde, Le Figaro and L'Equipe. Feeds of these titles are currently distributed to four French press monitoring agencies. Expanding the number of newspaper and magazine titles in the service is the key 2014 objective for the NLA/CFC partnership.

Another important area for growth is the release of Distre-Doc, which will provide a research and archive tool for journalists in France. CFC and NLA hope to emulate the success of the ClipShare service in the UK, which now has over 7,000 current users, by offering a fully-supported French language version to newspapers on the eClips / Distre-Pressé platform during 2014.

Sandra Chastanet



Contact us

You can contact us directly with the details below:

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and accounts queries.

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Fax: 01892 525 275

Email: copy@nla.co.uk

London

For all eClips, international, clipsearch
and general management queries.

First Floor
16 - 18 New Bridge Street
London
EC4V 6AG

Tel: 020 7332 9350



Key facts

Publishers

NLA media access collectively manages the rights of 207 publishers.

Portfolio

The licensing portfolio includes newspapers, magazines and websites.

eClips

The eClips database serves content to 13 UK and 18 international media monitoring agencies.

Media monitoring

25 media monitoring agencies are licensed to serve website content.

Non UK Businesses

1,500 businesses outside of the UK have direct NLA licences.

Business

Over 200,000 UK businesses are licensed to use publisher content through 9,500 corporate licences.

Economy

Newspaper publishing is worth circa £5bn to the UK economy.

Since 1996

Over £194 million has been paid to publishers since 1996.

Royalties

Annual royalties paid to publishers in 2013 equated to the salaries of approximately 1,100 journalists



media
access

Supporting journalism

www.nla.co.uk