



## US Publishers challenge LexisNexis over MMO supply

Following the launch of the US newspaper [compliance initiative](#) last October leading US publishers have [now challenged](#) LexisNexis over their supply agreement with Cision, stating that publisher agreements do not include rights to on supply newspaper material to media monitoring companies. "We demand that you cease these practices immediately," wrote Advance Publications Inc., BH Media Group, Cox Media Group Inc., McClatchy Co. and Tronc Inc. in the [demand letter](#) to LexisNexis Group on July 17. Shining a light on the sometimes optimistic assumptions MMOS and aggregators make can only enhance transparency.

## EU Parliament approves publisher rights extension



On Tuesday, 11 July, MEPs in the European Parliament's Committees on Culture and Education (CULT) and Industry, Research and Energy (ITRE), voted in favour of an important copyright proposal that acknowledges the role that press publishers play in democracy.

European Publishers Council's Executive Director Angela Mills Wade said: "The EPC welcomes the recognition by MEPs that the neighbouring right for press publishers would help create a fairer digital eco-system whereby consumers can access and enjoy our content 24/7 on multiple platforms and where tech companies and other businesses can use and distribute our content with permission and on mutually beneficially terms. The neighbouring right is crucial: in an era of fake news, publishers need to be economically viable to perform their essential role in society, providing eye-witness accounts, unearthing the truth, calling authorities to account and able to pay for quality investigative journalism."

The implications for MMOs and publishers are – in our view – positive. Licensed MMOs in the EU have nothing to fear. The law for those who resist licensing is much clearer. Unsurprisingly commercial re-use by MMOs of publishers IP without an agreement is wrong.

## Greek MMO licences take off

Greek licensing body OSDEL ([www.osdel.gr](http://www.osdel.gr)) announced the successful launch of their corporate licensing program in June. The three large Greek MMOs have taken a licence and the first end user licences have been signed, with others pending. The project has taken three years to get to this stage with the close co-operation with local MMOs, including market leader INNEWS. The deal structure sees MMO co-operating with OSDEL to persuade MMO clients to take licence agreements



## IMMO – What’s covered, what’s not

We like to think we have made the IMMO simple. It covers all NLA licensed UK newspaper and newspaper website content. The content lists and other supporting data can be reviewed here <http://www.nlamediaaccess.com/default.aspx?tabid=153>

## FIBEP congress – continuing the conversation

Berlin beckons for NLA manager Bob Johns, who will attend the 49<sup>th</sup> FIBEP World Media Intelligence Congress. 4-6 October <https://www.fibepcongress.com/>. Please drop Bob a line at [bjohns@nla.co.uk](mailto:bjohns@nla.co.uk) if you would like to meet.

## PDLN update

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[PDLN](#) is the publisher licensing equivalent of FIBEP/AMEC. The core goal is “Supporting international cooperation between press owned database and licensing organizations leading to more efficient international licensing of press articles worldwide, for content owners, intermediaries and users”. The PDLN Athens conference was very successful with over 50 delegates and some excellent presentations from members, FIBEP, EPC, The Economist, TalkWalker and the Greek Telecoms Minister and leading local MMO INNEWS.

## MMOs licensed via RROs

NLA continues to work with national licensing bodies to make it possible for MMOs to use UK content through their existing local agreements. To date MMOs in France, Spain, Germany, Switzerland, Luxembourg, Greece, and Russia can use local licensing agreements to cover UK content. Over 30 MMOs are licensed in this way. We have proposals with other countries and hope to extend that list over time. We are trying hard to make copyright compliance easy. Feedback and questions are always welcomed. [clientservices@nla.co.uk](mailto:clientservices@nla.co.uk)

## More companies sign up to the NLA IMMO

NLA welcomes Agility (Canada), Alva, Akio, VisualBox and MyNewsDesk to the client list over the past few months.

## New faces at NLA

NLA is pleased to announce that Jo Weaver has joined the Client Services team and is taking direct responsibility for IMMO clients. Jo joins us from the UK music licensing body PPL, and can be contacted on [clientservices@nla.co.uk](mailto:clientservices@nla.co.uk) or 44 207 322 9350.

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# NLA IMMO licence

The International Media Monitoring Organisations licence is a service designed to assist international media monitoring agencies to quickly and easily deliver UK newspaper content to customers based outside the UK.

## FAQ – NLA IMMO Licence

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### 1. What is an International Media Monitoring Organisation (IMMO) Licence?

The IMMO licence permits the supply of UK newspaper print and website content to end-user clients by a media monitoring organisation. It is simple, easy and used by 20 MMOs and over 2,200 clients.

### 2. Why does NLA have an IMMO Licence?

International MMO need a simplified and streamlined licence covering digital, web and paper copying that allows them to integrate UK content from other MMOs or direct from NLA into client services with minimal administration. IMMO is a light touch service that puts the MMO in control of the client and offers full copyright compliance.

### 3. Which UK newspaper print and website sources are covered by the IMMO Licence?

All print, digital and web sources licensed by the NLA are covered by the IMMO Licence. Details of the sources covered can be found [here](#)

### 4. How much is the IMMO Licence going to cost me?

The IMMO Licence is priced based on a per link per user delivered fee and is subject to a minimum monthly fee of €125/£100.

Number of clients	MMO delivery method		
	Paper (hardcopy)	Digital / Web offline	Web Link
0 to 5	4.2p (or local equivalent)	£1.80 / € 2.00	€ 0.50
6 to 10		£2.60 / € 3.00	€ 0.75
11 to 25		£4.40 / € 5.00	€ 1.25
25+		£8.80 / € 10.00	€ 2.50

### 5. Do I need to source NLA content myself or can I receive it from another MMO?

You can get the main UK titles from NLA eClips, self-source NLA content or receive it from an NLA licensed MMO.

### 6. What are the IMMO Licence reporting requirements?

We have adopted the PDLN Connect standard to ensure that any work required is applicable to other content suppliers. These match existing NLA MMO licences.

**IMMO questions? Please contact NLA Client Services: [clientservices@nla.co.uk](mailto:clientservices@nla.co.uk) +44 207 332 9380**

*The NLA IMMO newsletter is intended to provide useful updates on developments relevant to international content use by media monitoring and evaluation suppliers, users and publishers. For a free subscription please contact Jo Weaver at [clientservices@nla.co.uk](mailto:clientservices@nla.co.uk) or +44 207 332 9350*

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