



New face at NLA client services



NLA has welcomed Gerald Okullo to the Client Services team. Gerald will be playing the lead role on IMMO account management and can be contacted on clientservices@nla.co.uk or +44 207 322 9350.

Gerald has a strong background in sales and account management and looks forward to working with NLA's 31 IMMO clients in the coming months.

EU copyright in the balance

The EC is working on sweeping changes to copyright law which could have significant impact on media monitoring. Proposals on both a publishers' right and value gap would significantly strengthen the rights of licensing organisations if passed as originally proposed. But negotiations over possible exceptions could have the opposite effect – especially if an exception for links and text snippets is agreed. Depending on your perspective change could make operating an MMO or licensing easier or harder. The only certainty seems to be that some EU countries will take years to implement changes and judges will then spend more years trying to apply it.

New York Times join PDLN



New York Times have joined PDLN as part of a drive to better understand media monitoring and analysis businesses. Speaking at the 2018 PDLN conference in London Alice Ting – who head syndication for the Times, said they were joining to learn the market and meet key licensing partners and MMO clients. Greg Miller, who heads the MMO licensing, has told NLA that they are keen to work with the market.

[PDLN](http://www.pdln.info) 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”. www.pdln.info

Lawyer Watch

On top of legal actions between publishers and MMOs in Poland, Portugal, Spain, Germany and Italy we now learn that Finnish MMO MBrain is being sued by Retriever, who allege under reporting of licensed content. Details here <https://tinyurl.com/y9wmdebe> (in Norwegian).

Leading MMOs at PDLN

MMOs from Germany, USA, France, Bulgaria, Denmark, Sweden, and the Czech Republic, met licensing bodies from over 20 countries at the PDLN Conference in London. FIBEP President Johna Burke set out the MMO view of the industry, using extracts from the FIBEP member survey. FIBEP noted “Print media monitoring is on the decline. Social Media services have enabled media monitoring companies to diversify their customer base. International Media monitoring has not seen an increase while other services have increased in demand.”



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>

NLA IMMO licence summary

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 2018

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 30 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 €130/£110/\$149.

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 +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 clientservices@nla.co.uk or +44 207 332 9350
