



IMMO Update December 2015

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 Nick Shackelford at clientservices@nla.co.uk or +44 207 332 9380.

Guest column: Financial Times supply via NLA

Jacquie Rochester – FT Channel Sales Manager



As a marquee name within newspaper publishing, FT is an essential source of news, information and insight for Media Monitoring

Organisations and their clients. Our partners at NLA are often asked how the content can be sourced, licensed and supplied.

NLA serves the majority of UK publishers through collecting royalties via Media Monitoring Organisations and their clients. At FT, we handle the licensing of our own

content to MMOs and users but use the NLA database as a channel for distribution.

With appropriate FT cover and permission, NLA can supply FT print and web content to MMOs in the standard eClips formats. The commercial and licensing relationship is between FT and MMOs and end-users, but NLA is a well-established and reliable provider of our content. NLA and FT enjoy a strong relationship, and FT is an owner of NLA and still represented on the NLA board.

For further information, please contact jacquie.rochester@ft.com or sue.cassidy@ft.com

A New Special Relationship in News Alerting

NLA is pleased to announce its first US agency client for its content delivery service eClips. BurrellesLuce, the world leading US MMO, is the twentieth agency outside the UK to work with the NLA's eClips platform.

In reaching the agreement BurrellesLuce is the first fully licensed US supplier of NLA material to the US market, enabling same day delivery of UK national newspaper content including The Guardian, Times, Telegraph and Independent to US clients. The company's US corporate users will have the option to take

timely, high quality cuttings direct from UK newspaper production systems, together with rich meta-data enabling advanced evaluation and analysis.



NLA commercial director Andrew Hughes said: 'Better services for communications professionals come from publishers and agencies working together to improve the

flow of news to users. We respect both user and agency requirements, and have invested in the technology needed to improve delivery.

We are delighted to be working with BurrellesLuce to offer NLA material to US users’.

Increase in NLA International users

NLA has noted a steady increase in the number of International users accessing eClips in 2015. 155 organisations have used our [simple online licence form](#) which allows end-users to receive eClips content from licensed providers in 2015. There are now just under 500 organisations in France who have used this means to access content, and over 1,000 in Ireland.

As discussed in our previous blog, this online form is a simple way for organisations to receive NLA content from their Media Monitoring Organisation with no NLA cost incurred and over 2,000 organisations have now taken advantage of this.

For licensed MMOs wishing to offer eClips content to their clients, this is a quick and easy way to enable client access. NLA Client Services are on hand to assist with any questions on this.

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.

The licence permits unlimited distribution of the most popular UK titles, paper and web copying and access to a wide repertoire of UK titles.

For more information, please consult the FAQ below.

FAQ – NLA IMMO Licence

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.

For any IMMO questions please contact NLA Client Services:

- clientservices@nla.co.uk
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