



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

Spanish additions to NLA IMMO

NLA IMMO clients can now receive rights to Spanish titles and a feed of Expansion, ABC and Cinco Dias on NLA eClips. This simplifies administration and increases the range of content available to MMOs in the consistent, high quality format provided by eClips. CEDRO are the licensing authority for Spanish users.

NLA UK supplies and licenses content in UK and through IMMO. The CEDRO trial for Spanish MMOs is also progressing well with eight Spanish agencies participating.

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USA – MMO licensing initiative update

As we reported in December the FIBEP Congress in Washington in November saw the launch of the US News Media Alliance Licensing Initiative. CEO David Chavern made clear that US papers expect MMOs to respect copyright, and that NMA is now auditing compliance.

An update from NMA www.newsmediaalliance.org.

Growing the Journalism Ecosystem

Interest in professional journalism that is researched and fact based is paramount for consumers and businesses. With the increased challenges presented by 'fake news', the global community relies on accurate information and reporting that they can trust and use. This community utilizes news to help guide their decisions and influence their activities. Strong copyright protection is integral to protect the future of this top quality, authentic and accurate journalism. However, in this digital fast paced world, companies may be using digital tools to scan, search online and capture news as well as data to share with their clients, yet the revenue from these activities may not be shared with those news organizations that are creating developing and publishing the original content.

There is a solution and opportunity to this news ecosystem challenge. The digital community and the journalism industry can work together in partnership to further support the growth and sharing of accurate and immediate news and information. As we know, a full service journalism enterprise requires experienced personnel, time for research, writing and editing as well as an infrastructure for development and curation. The human engagement for news quality is key to creating the highest level of journalism with facts and insight that can be relied on by consumers and industry.

Annually, the news media industry invests roughly \$5 billion each year in long-form investigative journalism. The journalism industry wants to share their information and insight with the global world; but they want and need to be paid for their work; like all professions in order to sustain and grow.

The News Media Alliance (NMA) wants to work with the news and information ecosystem as we embark on a News Media Licensing Initiative. This new program seeks to bolster global digital news distribution and consumption in compliance with the U.S. copyright system. To start, we want to work with media intelligence firms, called Media Monitoring and Evaluation Firms (MMEs). Together, we can strengthen copyright compliance and develop pathways for partnerships with news organizations that would support the distribution of high-quality journalism. Join us and engage with us on this initiative. We want to work together to promote and propel the journalism and MME industry.

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NLA rights update - building the network

Germany



NLA media access has significantly extended its agreement with German publisher-owned media service PMG Presse-Monitor GmbH. For the first time German media monitoring organisations and their clients will be able to receive, scan and deliver UK print and web content under their agreements with PMG. NLA and PMG expect this simplification of licensing agreements will benefit users and increase revenue to rights holders.

Prior to the new agreement, which starts in January 2017, NLA offered direct licences to German MMOs. NLA also supplied UK newspaper text to PMG. Now MMOs can get the content and rights from PMG, PMG users can receive content in rich PDF format, and web scraping can be licensed. PMG can also incorporate NLA material in its media evaluation services. The current NLA offering remains in place so German MMOs can choose what best suits their clients.

Dr Oliver Grassy, MD, PMG said: “We welcome the addition of valuable UK content to our MMO and direct services. PMG is committed to working with the MMO market to create simple solutions for users.”

Andrew Hughes, International Director, NLA media access said: “Germany should be the biggest overseas market for UK content in Europe. Extending our partnership with PMG is the best way to

simplify the often complex rules for accessing international content. We know that simplicity is crucial to encourage use, and – following similar agreements in France, Spain and elsewhere - this agreement is a big step forward.”

Greece



NLA has concluded an agreement with Greek licensing body OSDEL which will allow OSDEL to include UK newspaper content in its current and future licences, including planned media monitoring agreements. The agreement takes effect in February 2017 and covers over 2,300 UK newspapers, websites and magazines.

George-Andrew Zannos, General Manager, OSDEL said “We welcome this endorsement of our drive to create a central clearing house for Greek business to access and re-use news content legally. NLA represents some of the biggest brands in UK and international news and these will add significant value to OSDEL services”.

Andrew Hughes, NLA International Director said “This is a further step forwards in our program to simplify UK content rights administration for corporate users and media monitoring organisations outside the UK. Greek MMOs and their clients will now have seamless access to powerful UK newspaper content set within the OSDEL licences. It is also a vote of confidence in OSDEL’s 2017 licensing plans”.

Italy Sees Sense

NLA welcomes the court ruling in Italy that MMO services require a licence and congratulates Promopress on its conduct of the case.

Snippets

- NLA is sponsoring the AMEC Congress in Bangkok May. We look forward to meeting MMOs there.
- The PDLN Annual Conference is in Greece June 4-6th. See <http://pdln-conference.strikingly.com/>
- NLA has added the following titles to IMMO. Expansion, NRC Handlesblad, Cinco Dias, ABC, Gulf News. All except Expansion are in full page format. There is no fee to add these, and clipping costs are the same as other titles.

For more information, please contact clientservices@nla.co.uk +44 207 332 9380.

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

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 +44 207 332 9380