

## eClips Web – FAQs

Prices applicable as of 1<sup>st</sup> April 2019 and exclusive of VAT

“NLA” means Newspaper Licensing Agency  
“WDL” means Web Database Licence  
“WEUL” means Web End User Licence  
“MMO” means Media Monitoring Organisation

### FAQ - MMO

#### 1. What is the NLA?

The NLA was formed in 1996 by the UK’s newspaper industry to make it easier for organisations to reproduce articles with permission. A licence from the NLA gives organisations access to and/or permission to share content from 1,400 newspapers and more than 1,100 newspaper websites. NLA has also added a wide range of magazines to the WDL repertoire.

#### 2. What is eClips Web?

Many businesses in the UK monitor or aggregate newspaper website content by crawling and scraping the newspaper sites, building a database of content, then providing either website links or copies of articles to clients.

eClips Web is a database of publisher controlled website content, based on direct feeds from the newspaper web CMS (Content Management Systems).

eClips Web allows media monitoring agencies and news aggregators to offer an improved service to clients with more accurate article metadata and classification, reliable coverage, and faster delivery.

#### 3. What websites are covered by the eClips web license?

The full repertoire of eClips Web titles is available [here](#)\*, which includes core titles, premium titles, supplementary titles and specialist titles.

\*Select “NLA database Title list.xlsm”

#### 4. How will you deliver eClips content to us?

The NLA receives a real-time XML and image feed of web articles from the publisher's CMS.

Each feed is standardised into a single NewsMLG2 format with consistent and accurate tagging of dates, headlines, sluglines, sections, author, by-line, and copyright.

The NLA adds the News XML to a central database where it is indexed for searching and available for download via the eClips Web API.

Media monitoring agencies supply direct links or archived copies of eClips Web articles to end-users so that businesses can review coverage even if the article has moved, been modified, or is behind a login or paywall.

#### 5. What are the service options for eClips Web?

eClips Web offers different levels of service based on what titles an MMO wants to add to its repertoire of publications:

- Core: The UK National Newspapers, including News UK content which is unavailable through web-scraping services due to publisher restrictions. Also [www.ft.com](http://www.ft.com) (providing the MMO has an existing corporate subscription with the FT).

- Premium: Additional news titles that can be purchased individually alongside the core repertoire.
- Supplementary Repertoire Package: Two packages that can be purchased as bundles – Newsquest & Reach (Trinity Mirror).
- Specialist Websites: A growing list of titles that allow access to content that is usually kept behind paywalls. These titles are mostly B2B and can be purchased individually.

#### 6. How much will a license for eClips Web cost me?

This will depend on:

- The level of service you require
- The number of clients you are sending content to
- The volume of links, digital copies and paper copies you are sending to clients

Information on eClips web tariffs can be found [here](#). A list for the costs of licensing the individual publications listed under eClips Web Specialist can be provided by emailing [clientservices@nla.co.uk](mailto:clientservices@nla.co.uk).

#### 7. How frequently will eClips Web update content?

Our publisher services team are always looking to add further titles to our repertoire. This will mostly be taken in the form of adding titles to our eClips Web Specialist title list.

We welcome any title requests from our clients.

#### 8. How long will I be able to access an article stored on eClips Web for?

Web content is available for 100 days after publication (28 days for print) unless you have Extended Access, which licenses MMO's to keep content available for 365 days after publication.

#### 9. What are the reporting requirements?

All MMOs who sign up for eClips must send us a monthly returns form that lists the number of cuttings for each title sent to each client. This gives the NLA visibility on how much we will need to charge each MMO per month.

More information is available in our MMO License agreement, which you find on our website [here](#) (search "calculation of fees").

### End Users

#### 1. What license do end users need to access eClips Web?

MMO clients (or end users) will require a Web End-User Licence.

#### 2. How do end users access eClips Web?

End users will be provided with a username and password allowing them to login to eClips.

They can then login to eClips simply by clicking on the article links that their MMO provides them with, which will direct them to a PDF of the article in question, hosted by the NLA. By enabling third-party cookies, they will only need to enter these details once, before being automatically sent to PDF's in future unless their access is revoked.