



Annual  
review 2012

*Supporting journalism*



Photograph courtesy of Daily Telegraph

## NLA media access

NLA media access represents the most respected news publishers in the UK. Our role is to ensure that client organisations have access and rights to monitor the news they need whilst ensuring that copyright is respected.

- We are authorised by publishers to license over 1,400 newspapers, magazines and their respective websites.
- By acting collectively on behalf of publishers, we enable great value access to UK news content – and support journalism.

# Chairman's statement



**Richard Withey**  
Chairman

Against a backdrop of difficult times, significant change, and upheaval in news publishing, I am pleased to say the NLA continues to deliver great value on behalf of the newspaper industry.

First and foremost, this comes in the form of revenue for publishers. In the financial year 2012 we earned database and licence fees of £30m and paid £24m directly to rights holders. Since its creation in 1996 the NLA has distributed more than £194m to copyright owners.

Second, via a process of constant innovation, we make access to content quicker, simpler and more flexible for publishers, journalists and the businesses that need our licences and database services. The launch of the eClips database in 2006 has led to development of content-supply services to media monitoring companies, a range of news aggregators – and to publishers, where over 7,000 journalists use the ClipShare service.

Third, NLA continues to champion the rights of publishers, holding to account those who misuse content. A series of legal rulings have upheld some fundamental principles of copyright for all web publishers. Rulings by the High Court and Court of Appeal have

given resounding support to the principle that organisations making commercial use of publishers' content should pay a fee that rewards the investment and commercial risk taken by publishers.

And finally, from autumn 2013 we will be licensing a growing number of magazine and web titles - and this has finally prompted us to change our name. 'Newspaper' and 'Licensing' accurately described our business for the first 10 years of its life, but in recent years, since the launch of eClips, it has seemed increasingly anachronistic.

So, please read on for the first annual review of NLA media access. It seems appropriate to re-brand in a way that reflects our role in enabling access to an increasing range of media – but, now the 'N' stands for 'news'.

*Richard Withey*

**Chairman**

**£24 million**  
paid to rights holders in  
**2012**

# Foreword



**David Pugh**  
Managing Director

**2012** 2012 was a significant year of consolidation and growth for NLA media access and the publishers it represents. We reached a milestone in our legal battle to establish web licensing, delivered revenue growth to publishers and introduced new services for our customers.

- The introduction of Web Republishing and Web Monitoring licences contributed to strong financial results, generating net licensing revenues of £24m (+15%) for the publishers we represent. This is the equivalent of funding 950 jobs in journalism.
- We gave licensees the facility to manage their licence online – over 1,000 clients took advantage of this facility in 2012 and we intend to develop it further in 2013.
- We settled legal arguments over the licensing structure of current services. In May 2012 the Copyright Tribunal confirmed that clients of media monitoring companies require a licence to receive monitoring reports using copyrighted newspaper content published on the web.

And that wasn't all. In 2012, we began working with the Copyright Hub project which emerged from Richard Hooper's Copyright Works report

– for which we contributed initial funding along with a number of other publishers and licensing agencies. We hope that the Hub will begin to deliver benefits later this year, by making copyright licensing easier to understand and transact for small businesses.

**2013** In 2013 we will expand greatly our range of licensed content, with an increase in the number of magazine and web titles licensed and an increasing range of print and web publications available on eClips, all of which should make licensing both simpler and more comprehensive for users. We will also continue our support for the Journalism Diversity Fund. We see this as an essential project, designed to develop the next generation of journalists from a range of backgrounds to work in an increasingly diverse media. This year's donation of £100,000 will bring our total contribution to £880,000.

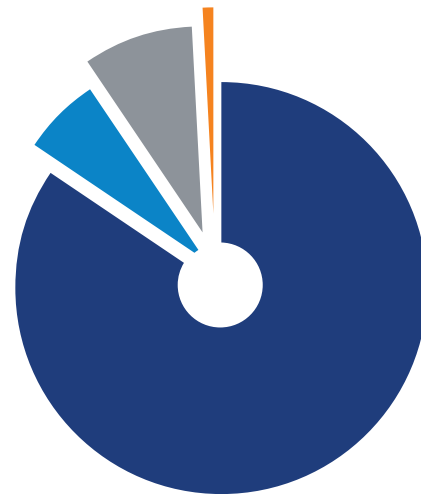
So with a new name and a new identity we look forward to working with you all – content owners, media monitors, businesses, charities, PR agencies and everyone else who values news media in 2013 and beyond.

*David Pugh*  
**Managing Director**

**£880k**  
contributed to the  
**Journalism  
Diversity Fund**

# Where does the money come from?

The NLA had a strong year of growth in 2012, issuing 9,700 licences and increasing its total revenue by 10% to £30m.

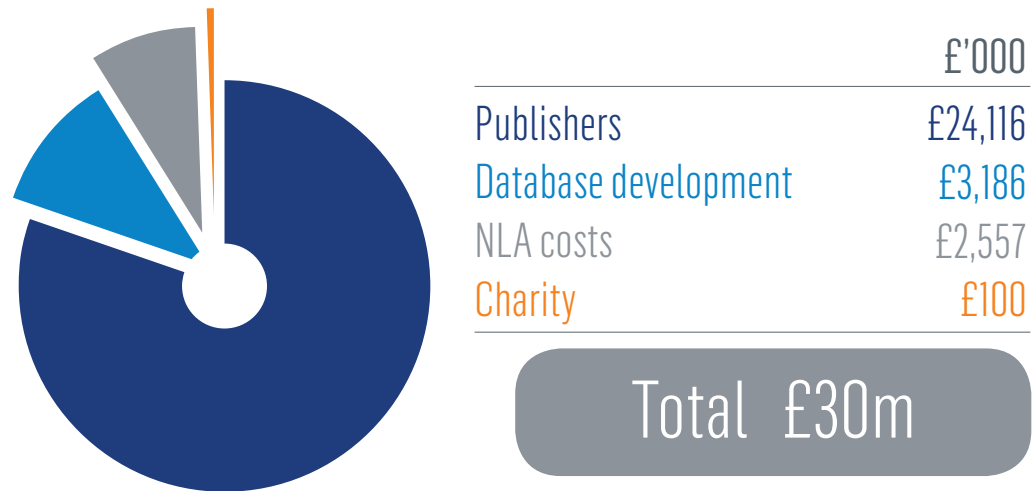


	£'000
Print copyright royalties	£25,316
Web copyright royalties	£1,856
Database services	£2,598
Publisher services	£189

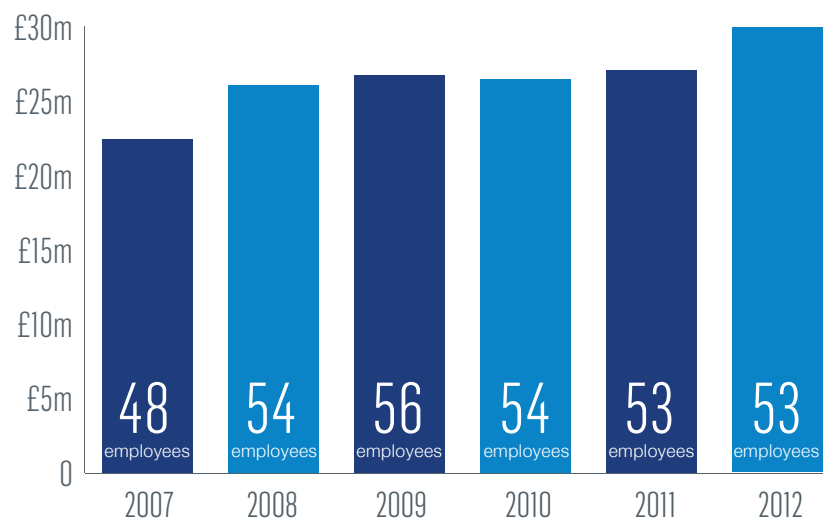
Total £30m

# Where does the money go?

Over 80% of revenue is paid to publishers, whilst a further 11% goes to develop the NLA's database services, leaving just 9% spent on overheads.



# NLA growth 2007-2012



	£'000 2007	£'000 2008	£'000 2009	£'000 2010	£'000 2011	£'000 2012
Revenue	22478	26111	26729	26508	27088	29959
No. of employees	48	54	56	54	53	53
Revenue per employee	468	484	477	491	511	565

# What we do



1000+ web titles



1400 print titles



950 Jobs in journalism

NLA media access is owned by newspaper publishers and collectively manages the rights of 50 publishers, comprising 1400 print and over 1000 web titles. As well as remunerating publishers, NLA acts as a fast and effective supplier of copyrighted clippings and online news stories. Our customers are drawn from PR agencies, media monitoring organisations, government departments and anyone else who needs access to content for commercial purposes.

Using NLA licences can save clients time and money by avoiding the need to negotiate separate agreements with dozens of publishers for the use of print cuttings or web content.

Customers benefit from cleanly and efficiently delivered news clippings, pulled from the [eClips database](#) and sent by their media monitoring agency.

The NLA has invested over £20 million developing and maintaining eClips since its launch in 2006.

## Is the NLA a monopoly?

Many people assume – quite wrongly – that NLA media access has a monopoly of some kind on newspaper content licensing for aggregators and their clients.

All NLA media access licences are non-exclusive. Any of the organisations that we license can negotiate direct agreements with publishers – and some do. For example, the world’s largest news aggregator by revenue – Factiva – has direct agreements with the publishers, as do Lexis-Nexis, Dialog, Proquest, Thomson Reuters, Bloomberg and many others.

## Our commitment to customers

In 2012 the NLA published an extended and revised [Code of Conduct](#) which lays out the responsibilities we have to our licence payers.

We also regularly publish the results of our customer satisfaction survey. Customers who have a dispute with NLA media access have the right to refer complaints to an independent ombudsman.



# Spotlight on a National publisher



**Zach Leonard**  
 Managing Director, Digital,  
 London Evening Standard  
 and The Independent



I have worked directly and indirectly with the NLA whilst at the FT, News International and now in my present role at The Independent and London Evening Standard. The work that we do with NLA media access to protect, distribute and commercialise our intellectual property (print and digital), through PR and media monitoring institutions among others, is very valuable.

Publishers as a whole are investing much more in digital content and multi-channel distribution, both in print systems and the digital web. With the gradual decline of print consumption and growth of digital we can no longer mandate the device or website people choose to consume media through. A big focus for us in the past 18 months has been the redesign of independent.co.uk and standard.co.uk. We are also investing in London Live, a broadcast and internet TV service launching in 2014, and so the investment in delivering high quality editorial content is significant.

We firmly believe in the value of quality journalism. Particularly now, in the world of data-driven journalism, publishers need to train and retain high quality writers, editors and curators. So the way in which NLA protects our rights and ensures a fair value exchange helps achieve that objective.

*Zach Leonard*

**Managing Director, Digital,  
 London Evening Standard  
 and The Independent**

# Spotlight on a Regional publisher



**Lawson Muncaster**  
Managing Director,  
City AM



We have had an excellent year so far at City AM. The newspaper is in profit and we are expanding beyond print to other services. I am confident that we will continue to grow; not just our newspaper offering but across other areas of business such as web, events and licensing as well. All play an integral part to the success of the paper.

Although City AM is a free publisher, the audience we have means that to be successful we need to deliver excellent journalism. The NLA licensing revenues help to fund our investment in high quality journalists – and these revenues have grown substantially every year since we joined the NLA licensing scheme 5 years ago. If our overall revenue had grown at the rate our NLA revenues have I would be a very happy man!

Licensing revenue received from the NLA demonstrates that our content has value outside of the consumer newspaper market. The rapidly increasing revenues are a testament to the journalists we employ here at City AM and the commercial value of the written content they are producing.

For time-poor managers like myself, the reporting and data I get from the NLA is also very important. I appreciate the regular updates on what revenue we are getting and why we are getting it - it is always clear, concise and to the point.

In the marketplace the newspaper industry exists in today, with the advent of the internet, the NLA has not only a very important job, but a very difficult job to do. Overall I think they do very well achieving their objectives and those of the publishers.

*Lawson Muncaster*

**Managing Director, City AM**

“ If our overall revenue had grown at the rate our **NLA** revenues have, I would be a very happy man! ”

# Licensing and database services, timeline

1996

Newspaper Licensing Agency was founded by eight UK national newspaper publishers. Collective licences were offered to monitoring agencies and clients for an expanding range of print-edition titles

2005

NLA supported the launch of the Journalism Diversity fund

2006

e-Clips, the first online, searchable database of newspaper cuttings was launched

2008

Clipsearch.co.uk launched, allowing anyone to search and retrieve original newspaper articles from around the UK

2010

eClips web included online content in database services and web licences, extended the NLA's licensing scheme to include newspaper website material

2010

High Court rules in favour of NLA's right to require businesses subscribing to a media monitoring service that contains content from online newspapers to have a licence

2011

UK Court of Appeal affirms decision in the High Court, supporting core principles of NLA licencing

2012

Copyright Tribunal agrees pricing for licensing use of web content by agencies and clients

2013

NLA announces extension of licensing to a wider range of magazine publishers, changes name to NLA media access

# Database services

A big area of investment and innovation for NLA is the eClips database, providing services to monitoring agencies and publishers.

eClips is a database of print and web publications which is made available to a range of 52 UK and international agencies, including

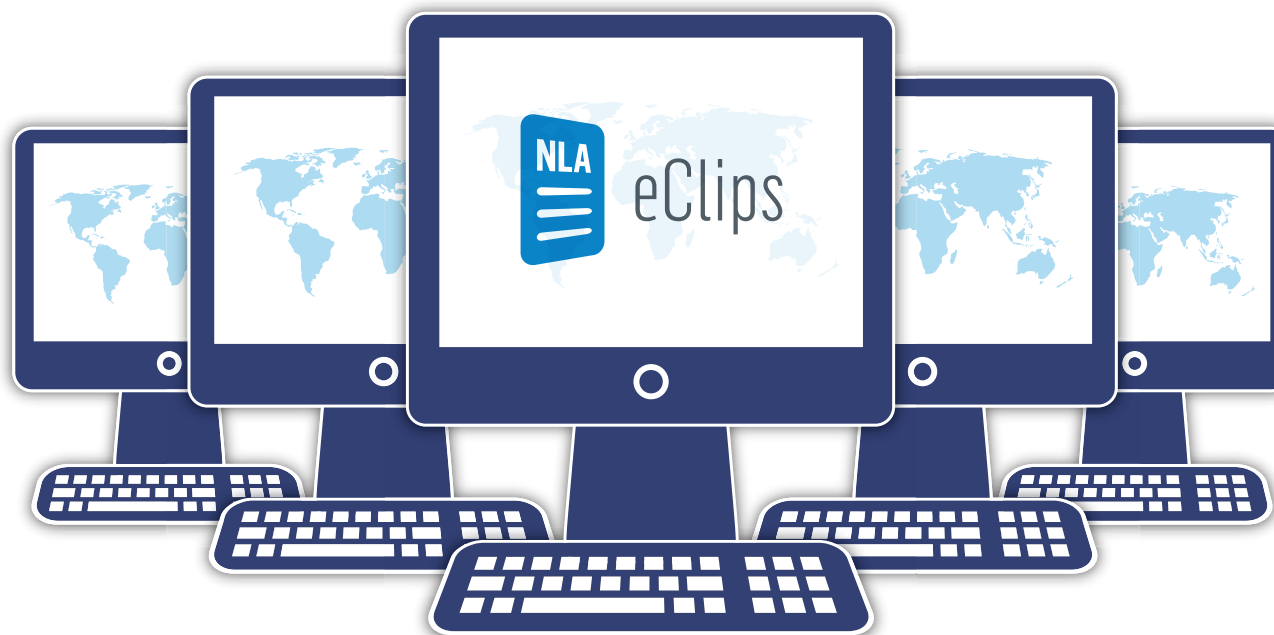
Gorkana, Precise, Lexis Nexis and Factiva.

Agencies' clients access clippings as PDF files hosted by the NLA. eClips delivers many benefits to agencies including higher quality, more relevant and more timely clippings. It also removes the need for scanning which takes

time, costs money and leads to degradation in images. It also allows subscribing media monitoring companies and their professional users seamless access to pay-walled material.

ClipShare meanwhile services the needs of over 7000 journalists. It is an invaluable

desktop research tool enabling users to search current and archived newspaper articles in the context they appeared on page. ClipShare is only available to journalists working for UK publishers, but clipsearch.co.uk offers paid-for access to the database to the public.



# Working with industry and Government

The NLA has been actively involved in a number of initiatives with industry and Government this year. We are helping to fund and implement the UK's first ever Copyright Hub; working with the Technology Strategy Board to support start-ups; and jointly funding a research position at University College London, exploring the commercial and economic case for copyright.

A big priority has been the Copyright Hub. In 2012, the NLA contributed to £150,000 funding from industry to get the project off the ground. The Hub, which will be designed and built by industry, will act as a source of information about rights ownership to support open and competitive markets for copyright licences.

When completed, the Hub should offer an excellent opportunity to cut costs for businesses by creating a more efficient online market place for those looking to use copyright works. It will complement other initiatives supported by NLA media access, such as the [Linked Content Coalition](#).



“ The NLA has from the start supported our work on the Copyright Hub and I am delighted that it is one of the twelve pioneering organisations to drive the pilot phase now underway. The NLA has always been digitally smart so we are lucky to be able to learn from them. ”

*Richard Hooper*

**CBE, Chairman of the  
Copyright Hub Launch Group**

# Corporate responsibility



In addition to its support for publishers, NLA media access is a major donor to the Journalism Diversity Fund (JDF).

Encouraging young new talent is vital to the future of the publishing industry. Competition for entry level positions is fiercer than ever in the digital age, and the economic situation can put off disadvantaged young applicants who cannot afford course fees.

Since its creation, the JDF has provided bursaries for over 100 aspiring journalists and in 2011-2012 supported 19 students from diverse backgrounds who would not otherwise have had the financial means to support themselves on a NCTJ-accredited course.

Last year NLA media access donated £100,000 to the fund bringing its total support for the bursary scheme to £780,000. In 2013 the JDF is extending its support by creating salaried 3-month internships at regional newspaper companies – the traditional place to start for a solid grounding in journalism.

**The NLA also works with the Royal National Institute for the Blind, supplying a daily feed of text from eClips. RNIB optimise this content for visually impaired access to create its Talking Newspaper Service, including over 100 newspaper titles.**

**Meanwhile the publishers on the NLA's board support many charities through financial donations, free space and campaigns to raise funds.**

**See the full list [here](#).**

# Jobs for young journalists



## The JDF bursary in action

Victoria Bull is one of the young journalists who benefited from a Journalism Diversity Fund bursary in 2012.

“I heard about the Journalism Diversity Fund as I was looking to pursue a career in journalism and saw it on the National Council for the Training of Journalists website.”

“The bursary I received has made a huge difference. I had already had to take out a loan from my grandparents and it could have been years down the line before I would have been able to save enough for the course in London and pay all the associated transport and course costs.”

“I started my course in September last year, finishing in January, and since then was lucky

enough to secure a job as a full time reporter at the Hemel Hempstead Gazette. My ambition is to continue my career in locals and regionals. Without the bursary I know it would have been so hard to get the job, so it really was an added bonus.”

“I would really recommend other aspiring journalists to go down this route and use the JDF, it is a great help for those who need financial support to get into the industry.”

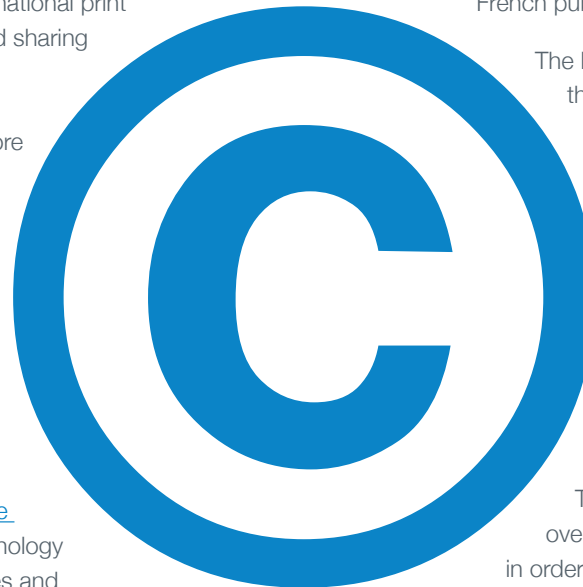
“The bursary I received has made a huge difference.”

# International Copyright

## Making licensing and copyright clearance easier

Media monitoring agencies and their clients increasingly need access to international print and web content. Developing and sharing common licensing and database standards internationally will help monitoring agencies to offer a more streamlined service for clients.

NLA media access is keen to ensure the process of licensing copyrighted content internationally is as simple as possible. Last year we made significant progress to this effect, partnering with French collective management agency [Centre Francais d'exploitation du droit de Copie](#) (CFC) to apply eClips technology to French newspapers, magazines and other periodicals. This partnership enables CFC to provide an equivalent service to eClips



to French media monitoring agencies and to French publishers.

The NLA is also a founding member of the Press Database Licensing Network [www.pdln.info](http://www.pdln.info) - a specialist group set up to exchange expertise and improve user access to international content. PDLN now has 25 members in 17 countries who are working on a programme – PDLN Connect – which aims to simplify and standardise technical and licence terms for international content.

There is still a great deal more to do to overcome legal and commercial barriers in order to make cross-border and cross-repertoire licensing easier, but we hope to make real progress in 2013/14.



# Contact Us

You can contact us directly with the details below:

## Tunbridge Wells

For all licensing, publisher and accounts queries.

Wellington Gate  
Church Road  
Tunbridge Wells  
TN1 1NL

Tel: 01892 525 273  
Fax: 01892 525 275

Email: [copy@nla.co.uk](mailto:copy@nla.co.uk)

## London

For all eClips, international, clipsearch and general management queries.

First Floor  
16 - 18 New Bridge Street  
London  
EC4V 6AG

Tel: 020 7332 9350



## Key facts

- NLA media access collectively manages the rights of 50 publishers.
- The licensing portfolio includes newspapers, magazines and websites.
- The eClips database serves content to 15 UK and 18 international media monitoring agencies.
- Over 200,000 UK businesses are licensed to use publisher content through 9,700 corporate licences.
- Newspaper publishing is worth circa £5bn to the UK economy.
- Over £194m has been paid to publishers since 1996.
- Annual royalties paid to publishers in 2012 equated to the salaries of approximately 1,000 journalists.