



**EMBARGOED UNTIL FINAL JUDGMENT HANDED DOWN**

**Meltwater Group, PRCA, UKMMA and NLA – joint statement**

## **The end and the beginning**

### ***Copyright Tribunal issues Final Decision***

The [Copyright Tribunal](#) has today delivered its [Final Decision](#) in respect of the [Newspaper Licensing Agency's](#) (NLA) Web End User Licensing scheme (WEUL). It draws to a close proceedings in the Copyright Tribunal where [Meltwater Group](#), supported by the [PRCA](#), challenged the NLA on the legality and reasonableness of its proposed licensing and associated fees for online news content.

Since the Interim Decision, published on February 14<sup>th</sup> 2012, Meltwater and the NLA have worked together in close consultation to reach agreement on the finer details of the licensing payment model. Their joint proposals were agreed by UKMMA (representing other MMOs) and submitted to the Copyright Tribunal.

The NLA first introduced web licences on 1<sup>st</sup> January 2010, giving media monitoring organisations (MMOs), such as [Meltwater News](#), and their clients the right to make commercial use of content published on newspaper websites. Licensing affects those businesses who supply and receive headlines, text extracts and links to newspaper websites as a part of a paid for media monitoring service.

This decision by the Copyright Tribunal means that licensing can now begin, on terms accepted by all parties. The NLA will commence invoicing for these fees from next month, backdated to 1<sup>st</sup> January 2010.

In response to the Final Decision David Pugh, Managing Director of the NLA, explained that the “NLA suspended fees pending the Copyright Tribunal conclusion. I am pleased we now have clarity and more importantly certainty for clients.”

Jens-Petter Glittenberg, co-founder at Meltwater Group, confirmed that “the NLA and Meltwater are now committed to ensuring that UK end users of such monitoring services are licensed quickly, fairly and efficiently. We are happy with the Copyright Tribunal decision. Our aim from the outset was to seek clarification of UK copyright law for both rights-holders and end users, particularly for content freely available online.”

Adding to the statement Francis Ingham, PRCA Chief Executive said ‘The PRCA is proud to have been the voice for the public relations industry at the Copyright Tribunal. We are pleased with the Copyright Tribunal’s verdict and the industry can be satisfied with the fairness and clarity of the outcome of the final ruling’.



Finally, speaking on behalf of media monitoring organisations (MMOs), the chairman of UKMMA Steve White added 'The Copyright Tribunal's decision has established the terrain for rights management for the foreseeable future and given UKMMA members security to serve their clients effectively with the NLA's web repertoire'.

In the interest of their mutual clients, the NLA and licensed MMOs, including Meltwater, have agreed to co-ordinate client communications. This will ensure that the licensing process is comprehensive, efficient and straightforward.

<end>

#### *Glossary of terms*

**WEUL** – Web End User Licence

**WDL** – Web Database Licence

**MMOs** – Media Monitoring Organisations

**UKMMA** – UK Media Monitoring Association

**PRCA** – Public Relations Consultancy Association

#### **About Meltwater Group**

The Meltwater Group is a privately held software company founded in Norway in 2001, serving more than 20,000 clients through 57 offices located across North America, South America, Europe, Middle East, Africa, Asia and Australia. Meltwater is committed to challenging existing business models by introducing disruptive technologies. The Meltwater Group delivers B2B solutions based on search engine technology, cloud computing and search engine marketing. For more information, please visit <http://www.meltwater.com>.

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#### **About the PRCA**

**Who we are:** Founded in 1969, the PRCA is the professional body that represents UK PR consultancies, in-house communications teams, PR freelancers and individuals. The PRCA promotes all aspects of public relations and internal communications work, helping teams and individuals maximise the value they deliver to clients and organisations.

For more information, please visit: <http://www.prca.org.uk/>.

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#### **About Newspaper Licensing Agency**

The NLA is owned by the 8 national newspaper publishing houses and generates B2B revenues for 1,300 national and regional publishers through licensing use of their content by press cuttings agencies (PCAs) and their client companies. For more information please visit [www.nla.co.uk](http://www.nla.co.uk)

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#### **About UK Media Monitoring Association (UKMMA)**

On behalf of its members, the UK Media Monitoring Association negotiates suitable licences with rights owners, allowing them to effectively serve their clients in the PR and communications professions.

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