

## **Czechia and Sweden Establish New Press Licensing Companies**

Following the recent establishment of new CMOs in France, Netherlands, Denmark, Hungary and Slovakia the Czech and Swedish publishers have now created new licensing bodies to address the press publishers right created in European legislation. All these new organisations aim to license platform use of press material, and some have wider plans.

### **Czechia**

The new CMO SLPV is headed by Michal Holas. It was founded by 17 Czech media companies under the name Czech Publishers' Licensing Association (Správce licenčních práv vydavatelů, z.s. - SLPV). The goal of SLPV is to defend the rights of publishers with user of their content, including search engines, social networks and press monitoring services, among others. The establishment of a collective licensing company is the culmination of a year's work by Czech publishers, who were under significant pressure from Google for much of the period.

Mr. Tomáš Tkačík the chairman of the Board of SLPV said "We will strive to ensure that as many media as possible can and want to use our services to their advantage. We all believe that the time has long come for not only the platforms to clearly show that the content we create has value for them, and that it is right for them to pay for its use in the same way as other users - from regular subscribers to monitoring agencies or companies and the state sector". "We expect that our new association will vigorously promote the legitimate interests of all represented media," said Mr. Libor Matoušek, chairman of the AOV (Association of Online Publishers).

### **Sweden**

The Swedish Publisher Collective Management Organization (SPCMO) is now headed by Otto Sjöberg, Their priority is to establish negotiations with relevant platforms. The Swedish government has been relatively slow in implementing the EU's copyright directive adopted in 2019, which delayed the formal establishment a collective negotiation organization like SPCMO until recently.

## **PDLN - FIBEP – AMEC Dialogue**

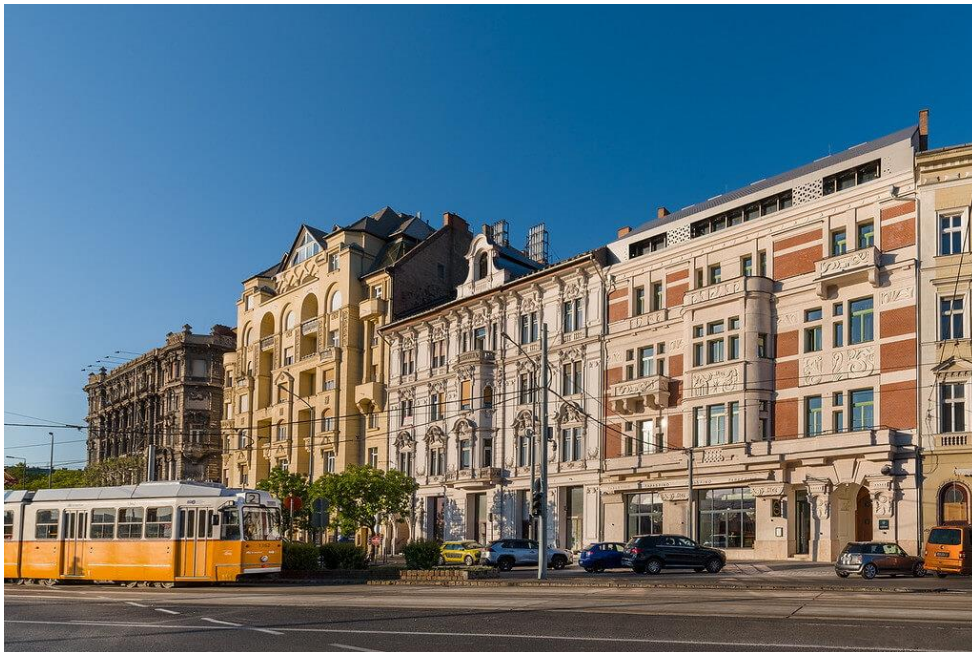
Two MMO – PDLN workgroups have recently been established looking at ways to improve publisher and MMO service user experience of licensing and content supply. The initial focus is on Artificial Intelligence/Text and Data Mining, and paywall content. The expectation is that they will create agreed recommendations for appropriate licence development. It is hoped to expand these to further areas. We expect initial reports to be presented at the PDLN conference in Budapest in June.

## Hungary to Host PDLN 16th Conference

PDLN has accepted the kind offer of the Hungarian Press Publishers Association (and their new CMO – Repropress) – to host the 2024 PDLN conference. The dates are now set as Sunday June 2nd to Tuesday June 4th. Please save the date and look out for updates over the coming months.

Initial speaker line ups include;- Magdalena Horanska (Newton), Angela Mills Wade (EPC), Anita Huss-Ekerhult (IFRRO), Christophe Dickes (Onclusive).

The conference and booking details are at; <https://pdln2024.mystrikingly.com/> . Early bird discounts apply until 31<sup>st</sup> March.



*Hotel Vision Budapest is hosting the PDLN Conference Jun 2-4th*

## Meltwater Sign With CFC

After a long and tense negotiation Meltwater and CFC are now committed to working together in France. CFC, the organization that collectively manages the press and book rights in France, and Meltwater, the leading global provider of primarily web-based media intelligence, have signed an agreement which will allow Meltwater to offer digital press content managed by CFC as part of their service. This makes Norway, UK, Australia, Germany and now France the five countries where this major global MMO has licence agreements with relevant CMOs. In other countries – including Ireland and South Africa – negotiations have stalled.

Laura BOULET, CFC Managing Director, is delighted that Meltwater, a major player in media monitoring, is part of an approach that respects intellectual property rights, and within the collective management framework. The agreement allows authors and publishers to be fairly remunerated in accordance with their respective rights.

Alexis RACCAH, Meltwater's Area Director of France, said "This partnership reflects our commitment to providing our customers with the best and most comprehensive media intelligence experience on offer".

## **PDLN Survey**

The survey was completed by sixteen PDLN member over the period October 2023 – January 2024 from a questionnaire sent in October 2023. Many PDLN members have made significant progress in establishing MMO and corporate end user licensing over the past years. Revenue, user and MMO numbers are up.

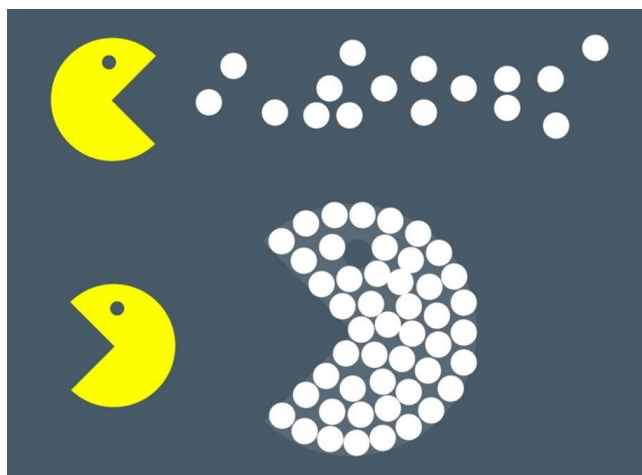
The main learnings (in the authors view) are that there is still limited licence scope for MMOs and clients. PDLN and its members need to consider how much further they go to meet MMO requests for additional rights. This implies that Publisher confidence in PDLN members could be regarded as needing work in some territories. For example some PDLN members do not have sufficient rights from publishers to offer a comprehensive licence. In particular

- Website content copying rights are often not offered
- Not all can offer any digital PDF copying rights
- TDM, search and archive rights are often limited

There is scope for linking these survey results to the FIBEP-AMEC – PDLN joint study on licensing. The full results are confidential to the companies that submitted returns. A more detailed breakdown will be shared at the June PDLN conference (with copies on the private area of the website for all members).

## **PDLN Webinars on the EU AI Act, Royalty Report and Platform Licensing**

A cooperation with IFRRO has seen PDLN and IFRRO sharing webinar invitation to members. The first was a well-attended IFRRO event on the implementation of the recent EU AI act held on February 8<sup>th</sup>. On February 22<sup>nd</sup> PDLN is hosting a discussion on royalty reporting, principles and practice, which we think is especially relevant to new CMOs. On April 19<sup>th</sup> PDLN will run a joint PDLN-IFRRO event on the progress made in creating new press licensing bodies based in new EU rights.



## Italy Responds to MMO Licensing Requests

Feedback from licensed MMOs has led to discussions in Italy about switching to a per copy fee to replace the percentage of turnover formula currently applied to MMO licence fees. Negotiations with the licensing body PDLN member Promopress, are continuing.

## PDLN Member Information Sharing

Two LinkedIn groups for PDLN members to share news and updates have been set up. These will have value if you use them to post news relevant to these topics so please join and post. To keep this relatively private to PDLN members and to avoid spam and sales pitches, these are closed sites, so you will need to apply to join.

PDLN Press and Platform Licensing <https://www.linkedin.com/groups/8876900/> and / or  
PDLN Media Intelligence and Corporate Licensing  
<https://www.linkedin.com/groups/12851088/>

*PDLN; promoting publisher interests in the media monitoring & evaluation industry. We work to share best practice in licensing and supply and to create forums for content owners and users to come together to solve the challenges of improving these services. The PDLN quarterly newsletter is free to members and friends. News and other information is always welcomed. To add or remove names from the mailing list please contact [secretarygeneral@pdln.info](mailto:secretarygeneral@pdln.info)*