

Press Database and Licensing Network formed in Brussels

13 organizations from 10 different countries working in the field of electronic press reviews owned or controlled by press publishers have formed the Press Database and Licensing Network (PDLN) in Brussels on 3rd November 2008.

The organizations which joined PDLN represent over 3.000 newspapers and magazines from 10 countries.

The objective of PDLN is promoting the market of international press reviews. The new body aims to protect and promote the interest of publishers in the digital age in relation to press cutting and media monitoring services by fostering effective links between publisher bodies, users and intermediaries.

Peter Horvath, president of PDLN said %a this networked world publishers have to help users access the global content they need to run their businesses efficiently and legally. Our new network aims to encourage the development of simple and efficient market solutions to the problems associated with international access to high quality press content. We want to work with users and press cuttings agencies to develop better services, where the needs and rights of all parties are respected. We have already reached out to media monitoring businesses, and we invite interested parties to contact us.+

PDLN includes			
Australia	CopyCo	Ireland	Newspaper Licensing Ireland
Austria	APA De Facto		
Belgium	Copiepresse		
Belgium	Mediargus	Portugal	APImprensa Associação Portuguesa de Imprensa
Belgium	PressBanking		
Belgium	Reprocopy		
Denmark	Infomedia	Switzerland	Swissdox
France	CFC		
Germany	PMG Presse-Monitor	UK	Newspaper Licensing Agency

Press Database and Licensing Network (PDLN) - Aims

- Promoting the market for international press reviews;
- Protecting and promoting the interest of publishers in relation to international press reviews;
- Supporting international cooperation between press owned database and licensing organizations leading to more efficient international licensing of press articles worldwide, for content owners, intermediaries and users;

- Creating international solutions to satisfy the needs of companies and other institutions for digital press reviews and licenses covering international news;
- Working in close cooperation with the international associations of publishers of newspapers and periodicals like ENPA (European Newspaper Publishers Association), WAN (World Association of Newspaper), FIPP (International Federation of the Periodical Press) and FAEP (European Federation of Magazine Publishers) in order to influence the legislation process so that it effectively supports market solutions to press access and copyright issues;
- Encouraging the building of similar entities with the largest representation possible in countries without an existing press database or licensing organization;
- Engaging in dialogue with representatives of intermediaries and users of press review services leading to improved services

Contact

- Peter Horvath (PMG), President, Germany
e-mail: peter.horvath@presse-monitor.de
Phone: ++49 30 28493 102
- Andrew Hughes (NLA), Vice President, UK
e-mail: ahughes@nla.co.uk
Phone: ++44 20 7332 6040
- Ruediger Baumberger (APA-DeFacto), Executive Board, Austria
e-mail: Ruediger.Baumberger@apa.at
Phone: ++43 1 36060 5613
- Margaret Boribon (Copiepresse), Executive Board, Belgium
e-mail: margaret.boribon@copiepresse.be
Phone: ++32 2 558 97 80
- Sandra Chastanet (CFC), Executive Board, France
e-mail: s.chastanet@cfcopies.com
Phone: ++33 1 44 07 47 70
- Francis Feraux (PressBanking), Executive Board, Belgium
e-mail: francis.feraux@pressbanking.com
Phone: ++ ++32 2 526 90 40

PDLN

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