

Press Release

7 January 2010 – NLA acts to ensure level playing field

The Newspaper Licensing Agency (NLA) has written to end users of *paid-for* newspaper web monitoring services to inform them that its new web licences came into operation as of 1 January 2010. However, as a result of a referral by Meltwater News to the Copyright Tribunal, the NLA has decided to suspend invoicing for these licences pending the outcome of the Copyright Tribunal process.

David Pugh, managing director of the NLA, said: “We are confident that the Copyright Tribunal will recognise our web licensing scheme is measured and reasonable. But we do not want any licensed users of newspaper web monitoring to be disadvantaged by Meltwater’s action. Clients of all monitoring agencies should be on a level playing field. We have therefore decided not to invoice clients for their web licence until the Copyright Tribunal process is complete.” Subject to a ruling in favour of the NLA, the NLA will invoice clients of all agencies, including Meltwater, with fees backdated to 1 January 2010.

Steve White, Chairman of UKMMA (UK, Media Monitoring Association) added: “We strongly welcome this move by the NLA. We support the principle of the licensing system and welcome the NLA’s move to ensure that none of our clients are put at a disadvantage”.

The vast majority of press cuttings agencies and aggregating services have agreed to the new licensing structure and are now licensed. Meltwater News is an exception.

The Newspaper Licensing Agency’s remit was extended to cover paid-for monitoring of newspaper website with licences coming into effect from 1 January 2010. The NLA is also building a database – eClips web – which will increase the quantity and value of newspaper website content available to licensed users when launched in Q2 2010.

More details of NLA eClips web database and licensing services are available at www.nla-web.co.uk.

Notes to editors:

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.

Web monitoring services are cuttings from newspapers or other websites generated by specialist software searching against specified keywords.

A full list of licensed monitoring agencies is available at: [http://www.nla-web.co.uk/downloads/LicensedMMOs\(2\).pdf](http://www.nla-web.co.uk/downloads/LicensedMMOs(2).pdf)

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