



newspaper licensing agency

Respect for Copyright

NLA – Company Overview

Background

- Established by UK national newspapers in 1996 to generate revenues for publishers by licensing the copying of their content
- Owned jointly by 8 UK national newspaper groups
 - Associated Newspapers Ltd
 - Express Newspapers
 - The Financial Times Ltd
 - Guardian News & Media Ltd
 - MGN Ltd
 - News International Ltd
 - Telegraph Media Group Ltd
 - Independent Newspapers (UK) Ltd
- Represents national, regional and international newspapers – including 1,400 UK titles
- Currently licences over 180,000 businesses and Organisations
- £120m: net publisher royalties distributed since launch

Why the NLA exists

- **Organisations need to keep up to date with news and events that may affect their organisation**
- **Many organisations need to copy and distribute press cuttings**
- **Prior to 1996 organisations wishing to copy newspaper content had to apply directly to the newspaper for permission**
- **Procedure often ignored – breaches copyright law**
- **NLA established by national newspapers to:**
 - Streamline the procedure – “One stop shop”
 - Provide organisations with a licence to copy newspaper content from national and regional newspapers
 - Prevent organisations from exposing themselves to copyright infringement
 - Enable copying to be carried out simply and on collective terms

eClips Database

- A central electronic database of press clippings launched in 2006
- Brings press cuttings firmly into the digital age
- Provides Press Cutting Agencies and End Users with direct electronic access to original quality press articles
 - Text sent to PCAs for local indexing and selection
 - links to eClips PDFs sent to PCAs clients
 - PDFs clippings held centrally in eClips (better security)
 - eClips accessed by licensed users only (unique username and password)
- Provides access to 150 national and regional titles
- Increases publisher control and revenues
- Creates a platform for new applications including
 - ClipShare
 - ClipSearch
 - eClips International
 - Newspapers for Schools

eClips workflow



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1. Page level PDFs



2. Page level PDFs



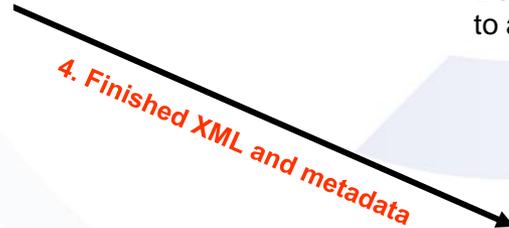
3. XML & Article PDFs



PDF Processing (India)

Deconstructs page level PDF to article level PDF and XML

4. Finished XML and metadata



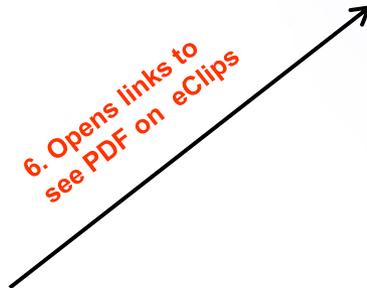
PCA

Receives finished XML. Searches for key words from client briefs.

5. Send articles, as links, to clients



6. Opens links to see PDF on eClips



Publishers

Send production PDFs via FTP

Clients

Receive links on PCA portal or via email



NLA Developments

- **ClipShare** <http://www.nla-clipshare.com/login>
 - A central research and library service for UK journalists
 - Web delivered access to press cuttings
 - Simple web interface
 - Coverage of national and regional titles
 - Access in text, PDF article and PDF page format
 - API access options for integration into other applications
 - NLA can supply XML feeds to 3rd parties
- **ClipSearch** <http://www.clipsearch.co.uk/>
 - New commercial interface to search and retrieve digital cuttings of UK newspaper content on a paid-basis
 - Covers over 100 national and regional titles, from 2006 onwards
 - 3-day embargo on PDFs
 - Articles viewed on a pay-per-view or subscription basis
- **eClips International** <http://blog.nla-eclips.com/international/>
 - New service designed to assist UK and international media monitoring agencies to quickly and easily deliver UK newspapers cuttings to their customers that are based outside the UK
 - 25 leading UK newspapers, including Financial Times, Times, Guardian, Telegraph, International Herald Tribune and all major daily titles.
 - Full text delivery in XML, starting before midnight, with links to full colour PDFs of the article
 - Simple, online, end user licensing

NLA Developments

- **Newspapers for Schools** <http://www.newspapersforschools.co.uk/>
 - A research initiative launched by NLA on behalf of national and regional newspapers in response to
 - increased use of newspaper content in the classroom
 - increased use of IT in the classroom
 - Newspapers for Schools provides:
 - Free Paper copying licence
 - “News library” – skinned version of ClipSearch providing teachers and students with online access to over 9 million articles from over 120 leading UK newspapers

Contact Details

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