Entente Cordiale – UK and French content exchange simplifies access to international content

NLA media access and the Centre Français d’Exploitation du droit de Copies - CFC – have completed an agreement allowing them to license their respective repertoire to media monitoring organisations - MMOs - and business users in both countries. So Les Echos, Le Monde, Le Figaro, and other leading French titles can now be delivered as part of UK digital press cuttings services, and the Telegraph, Guardian and Independent can be delivered through licensed French MMOs.

NLA and CFC have also made access available to newspaper and magazine content through the eClips and CFC distre-presse databases to users in UK and France, and will co-operate in offering French and UK content to media monitoring companies in other territories.

The content is now automatically included in current CFC and NLA end user licenses at local prices, so that no additional agreement is required by users or MMOs. The agreement extends previous agreements and replaces the special licenses needed by French media monitoring suppliers and users accessing NLAs eClips service.

CFC and NLA media access are responding to user requests to make it easier to use international content. Both are members of PDLN and IFRRO, which have provided model contracts and core principles to support the new agreement. The growing interest of global companies in global services is expected to lead to significant growth in value over time.

NLA media access international director Andrew Hughes said “CFC are close and valued partners. Like NLA they created a comprehensive licensing structure for French agencies and clients which both respects publishers’ rights and supports legal use of high quality press material by agencies and their clients. We also co-operate on technical services. NLA is pleased to extend and support this alliance. We know UK agencies and users will welcome rights to use French content.”

Philippe Masseron, CFC’s General Manager, said “We welcome the opportunity to offer seamless access to English language content to the French market and to have NLA media access act for us in the UK. Working together we can create better solutions for users and publishers. Working through PDLN and IFRRO we hope to extend these agreements to users in other countries. We aim to show that voluntary licensing is the best way to address market needs “.

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CFC is the French Reproduction Rights Organisation representing rightsholder of books, newspapers, magazines and other periodicals. For more than 12 years, CFC has been developing voluntary licensing schemes to permit digital uses of protected works in the business sector and particularly for the media monitoring organisations. CFC thus collects in field over 18M€ per year on behalf of press publishers and journalists.

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NLA media access represents the intellectual property rights of major publishing brands in the UK media monitoring market. These include 2,800 newspaper and magazine publications and over 2,000 web titles. NLA media access gives permission for organisations to copy from an extensive range of newspapers, magazines and websites and provides database services to both media monitoring agencies and publishers. Through licensing the NLA enables businesses to access the news content they need in the most effective and copyright compliant way, and ensures that publishers are rewarded for their investment in journalism.

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