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Content & Data rights in the digital age

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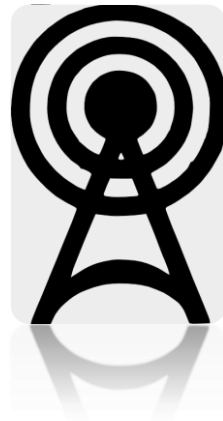
International Director, General Secretary



What are we talking about?

Content : an IP story.

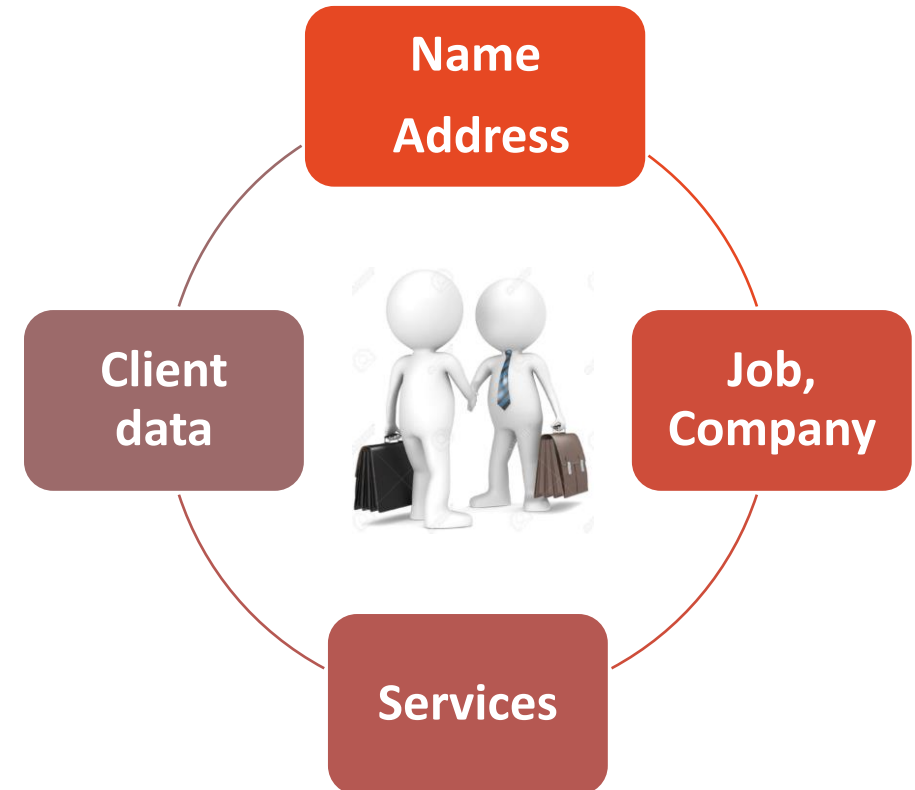
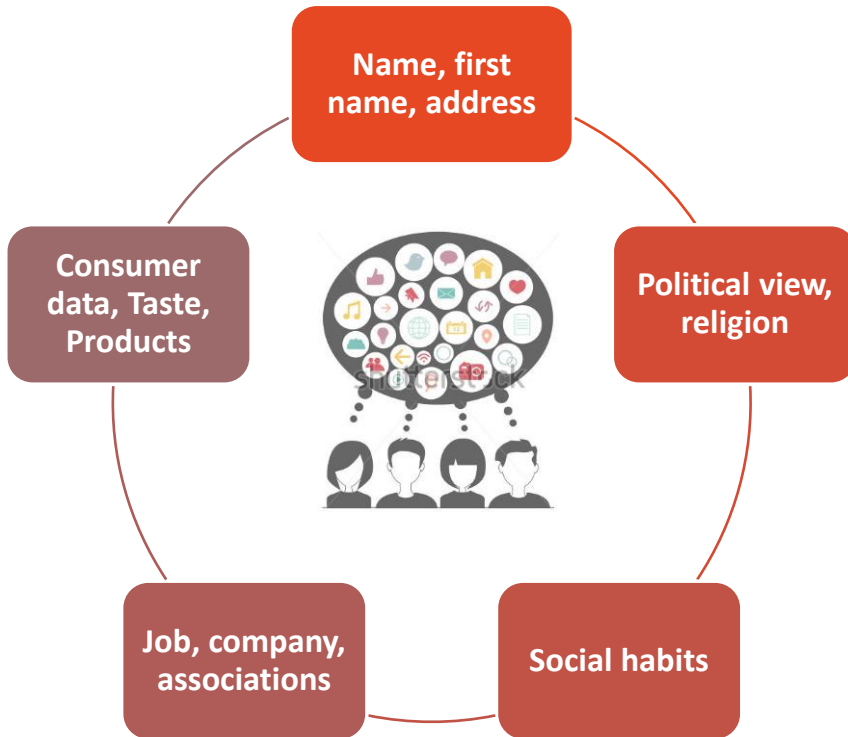
Newspaper, Radio & TV, Web Monitoring



BtoB: “MMEs receive content from Media group”.

What are we talking about?

Data: which property?



BtoB & BtoC: MMEs integrate data from clients, consumers, SM, etc.

Jeremy Thompson

CEO, CISION EMEA & INDIA
FORMER AMEC CHAIR





The Sèssion

- Why is copyright important to Communication professionals?
- Do increasing privacy concerns impact the quality of our data?
- Copyright and data access - is it about relationships with the owners?
- Fast forward to the world of copyright and data in 2020.



The Importance of Content

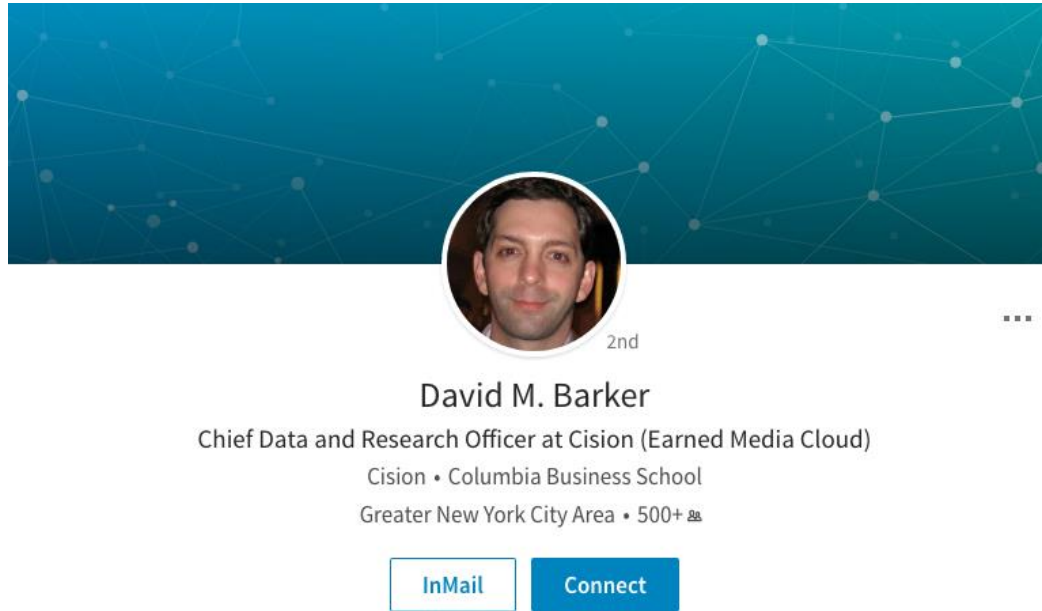
- Content drives our business
- Not just about the NLA
- Not just about newspapers
- Everyone is looking to protect and monetize content
- Publisher relations are key
- We're getting better at it

The Importance of Data

- To the PR and Comms Industry:
 - Facilitates targeted distribution
 - Drives smart insights
 -and consumer insight
 - And will prove value / ROI
- What are we talking about:
 - Employee data
 - Customer data
 - Audience data
 - Journalist and influencer data



The Importance to Cision



- Data is at the heart of our product suite
 - 700,000+ journalists
 - 1m+ other influencers
- Data is at the heart of our business
 - 3,500 employees in 15+ markets from San Francisco to Shanghai

Data drives improved targeting



75%

of Brands Say Identifying the Right Influencers Is Biggest Hurdle to Earned Media Campaigns

Data about influencers and consumers is key to our future model





The Importance of Data Protection

Each and every organisation, business or government are regulated by data protection laws that control how personal information is used, stored and transferred across different countries.

It's **our** responsibility to ensure that the vast amount of data we collect is used lawfully and fairly.

At **Cision** we:

- Employ in-house counsel
- Use outside counsel specialising in data protection
- Conduct regular audits for compliance & best practice throughout the organisation
- Have Data Protection Officers in place in local markets
- Registered with appropriate authorities (e.g. UK: Information Commissioners Office)

European level - On May 25, 2018 the new General Data Protection Regulation (GDPR) comes into effect. This replaces the current EU Directive. Did you know, failure to audit your processes/systems could mean you face being non-compliant and may face fines: €20 million or 4% of global revenue/turnover PER INFRANCTION.

We've completed our audit and working with our lawyers on best practice – are you?

GLOBAL level – it's the same process: expert DP lawyers, monitoring of DP laws and regular audits for compliance.



No more Safe Harbor

In 2015 the European Court of Justice declared the “safe harbour” agreement that allowed the transfer of European citizens data to the US as invalid.

As nearly 5,000 companies relied on Safe Harbour, it was a big blow.

Cision, with our in-house counsel and outside counsel, implemented EU model contract clauses amongst our group companies. These agreements authorised the transfer of data outside of Europe.

In 2016 the "EU-US Privacy Shield" replaced the now defunct Safe Harbour which allows firms to self-certify. However with GDPR coming into effect May 2018, it's advisable to check with your counsel/DP lawyers if any further changes affecting the transfer of EU data to the US are forthcoming.



What will the world look like in 2020?

- Look to the past - regulation drives improved access – content access well developed, data access in its infancy
- See content and data as strategic assets
- Regulation will be fluid
- Build publisher relations and compliance capabilities
- Run projects to harness the power of content and data
- Partner with strategically important owners

Thank you



JEREMY THOMPSON
CEO, Cision EMEA & India
Former Amec Chair

Andrew Hughes



INTERNATIONAL DIRECTOR
NLA MEDIA ACCESS



GENERAL SECRETARY
PDLN



NLA and PDLN Build Bridges

- NLA and PDLN exist to build win-win relationships
 - NLA – 3,600+ newspapers and websites, one MMO licence www.nla.co.uk
 - NLA – special cheaper licence for international agencies IMMO
 - PDLN – 26 international licensing companies sharing ideas www.pdln.info

PDLN now has members in Australia, New Zealand, Korea, Japan

- Licensing means; -
 - MMOs get access to content, clarity on rights, action on unfair competition
 - Publishers get revenue, and clarity on how their content is used
 - Both benefit, content flows, users are happy, everyone is richer



Are relationships enough

- Publishers and MMEs are related
 - we work together, live together, in one industry
 - mutual respect is essential;-
- Some say its enough to know some publishers.
- But how many sources do you monitor? Can you really have 2-5,000 relationships at once
- Licensing clearing houses are the only practical way forward



Copyright and Data 2020. Imagine

- Traditional news is in sharp decline. Publishers are hunting MMO as a revenue source
- Web data is increasingly paywalled – so access is a growing problem
- China and Asian countries are promoting copyright though WIPO/WTO
- Who are your friends now?
 - Publishers - through licensing - as your business partners, or
 - Publishers – irritated by free riding - as enemies
- Make friends – build bridges – get licensed





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Data are everywhere

“If you don’t have the ability *to use data* to better understand *your market*, to better understand *your customers*, to better understand *product*, to better understand *future business*, if you don’t have *access to that information*, that is what is going to stifle innovation ”

Jodie Sangster, ADMA

