

MEDIA COMPANIES ARE QUICK TO EXPLOIT DIGITAL SPACE, SAYS REPORT

'Traditional' media companies are aggressively pursuing new media platforms, driving overall internet and mobile spending growth, according to a new report on the US market by Veronis Suhler Stevenson (VSS). The data is part of VSS' Communications Industry Forecast, a comprehensive forecast and analysis of the media, communications, information and education industries.

It has found that despite increased competition and fragmentation, traditional media companies have positioned themselves to capitalize on an increasing share of the surge in spending on broadband video advertising, music and game downloads, and mobile marketing services. Spending on Internet and mobile advertising, marketing and paid content through traditional media companies is expected to reach \$25.57 billion by year-end 2006, growing 26.1 per cent from the 2005 level. These companies will account for 45 per cent of total spending on Internet and mobile services by the end of this year, up from only 16 per cent in 2000, according to VSS.

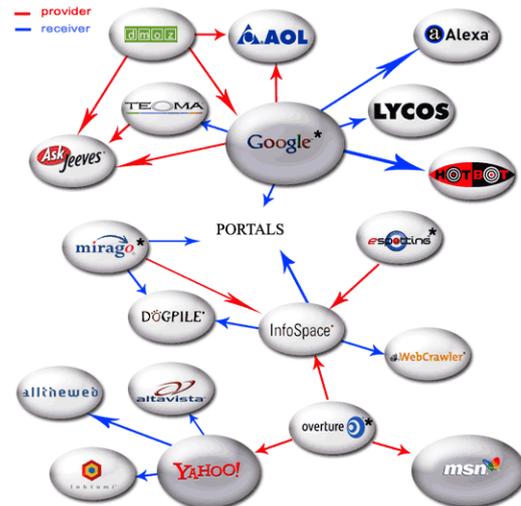
"While there is a shift in spending from conventional media to new media strategies, our research indicates that traditional media companies are aggressively pursuing online and mobile platforms, protecting their brands and developing new revenue streams," said James Rutherford, executive vice president and managing director at VSS. "Never have there been so many media options available to advertisers and consumers, a trend that has both excited and frustrated brand marketers as media buying decisions have become more complicated by a market veering toward new media. "But traditional media companies have responded by investing in multiple media platforms to reach this increasingly fragmented audience."

Business-to-business (b2b) media, driven by new online media options and integrated marketing opportunities, is expected to increase 6.3 percent to \$23.69 billion in 2006. Spending is expected to reach \$30.17 billion by year-end 2010. The report notes that print advertising, while still the core revenue stream of many b2b media companies, may continue to experience weakness as marketers divert funds to online and other media outlets that provide a more measurable return on investment (ROI)

Source: FIPP

PUBLISHERS SEEKING PERMISSIONS-BASED USE OF CONTENT BY SEARCH ENGINES

A global task force representing the newspaper, magazine and book publishing industries is exploring the development of a permissions-based framework that would enable publishers to determine what content and portions of their websites search engines can take, and what they cannot.



The task force of global and European publishers' organizations, convened and led by WAN, has been exploring ways to challenge the exploitation of content by search engine companies without permission or fair compensation.

It has determined that there currently is no technological solution to instruct search engine "spiders" to take some but not all content -- current solutions allow only an "all or nothing" approach.

"This forms the core of Google's excuses for their actions, which sound like 'our way or no way', and the current binary relationship between publishers and Google: if you don't block them out altogether, they essentially can do whatever they want with what they take," said Gavin O'Reilly, President of WAN.

Publishers are particularly concerned with news aggregation services, which use newspaper text and photos, without permission.

Under a permissions-based framework, a newspaper web site could, for example, allow all search engines to index its site, but only allow selected search engines -- those who have paid a royalty or have a commercial agreement -- to display articles, if they so choose, only for a limited time. It would also allow all images to be properly attributed, as they are in the newspaper.

All this is impossible today.

A group of experts in technical standards were brought together in late May by Rightscom, a leading consultancy specializing in intellectual property rights and digital content management solutions, to begin work on a feasibility study. They are looking at the possible development of a system through which the owners of content online can provide license information in a form that can be found and interpreted by a search engine "crawler", so that the search engine operator is enabled systematically to comply with those license terms.

"We are not trying to stop search engines from indexing, but to increase the options for rights holders to express their license terms, i.e. putting publishers back in control of what can or cannot be done with their content," said Mr. O'Reilly.

Members of the task force, formed in January, have already held an informal meeting with Google, and may pursue formal talks in the future. They also met with Charlie McCreevy, the European Union Commissioner for the Internal Market and Services. Among other initiatives, the Task Force members would like to ensure that during the reviews of the Copyright Directive, there would not be any exceptions given to search engine companies, which are seeking the same 'public interest' exception as libraries from copyright law.

The task force includes representatives of WAN, the International Publishers Association (IPA), the Federation of European Publishers (FEP), the European Alliance of News Agencies (EANA), the International Federation of the Periodical Press (FIPP), the European Newspaper Publishers Association (ENPA), the European Publishers Council (EPC), the European Magazine Publishers Association (FAEP), the French association for magazine publishers (SPMI), Agence France-Presse (AFP), the association of French national newspapers (SPP), and the French regional daily newspaper publishers association (SPQR).

Source: WAN



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