

NEWSNOW APPLAUDS MELTWATER LEGAL ACTION AGAINST NEWSPAPER LICENSING AGENCY (NLA)

Submitted by: NewsNow Publishing

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UK's largest homegrown news aggregator welcomes Meltwater challenge to legal basis of NLA's web and link licensing scheme

London, UK: NewsNow.co.uk, the UK's largest homegrown news aggregator, welcomes the Meltwater Group's referral of the NLA's proposed web and hyperlink licensing scheme to the UK Copyright Tribunal (<http://meltwater.com/en/meltwater-takes-nla-uk-copyright-tribunal-over-proposed-hyperlink-tax>).

NewsNow (<http://www.NewsNow.co.uk/>) applauds Meltwater's challenge to the legal basis of the NLA's licensing scheme, in particular, the NLA's claim to be able to license hyperlinking, which both NewsNow and Meltwater believe has no basis in English law.

According to Struan Bartlett, Managing Director and Chairman of NewsNow: "We agree with Meltwater's Statement of Case to the UK Copyright Tribunal regarding the NLA's licensing scheme. This document is essential reading for anyone who wants to form their own view as to whether the scheme is as 'measured and reasonable' as the NLA claims. Meltwater's objections largely mirror our own, including forced end user licencing, the uncertain scope of content covered by the scheme, unreasonable audit rights and the disclosure of confidential information. As we've stated previously, irrespective of the lack of a legal basis, the NLA's licence is not fit for purpose. To accept the NLA's terms would set a dangerous precedent restricting our customers' ability to conduct their business freely. Meltwater's action to challenge the legal basis of the NLA scheme is to be applauded."

The full version of Meltwater's Statement Of Case to the UK Copyright Tribunal provides a comprehensive outline of objections to the scheme. It can be obtained from:

The Secretary
Copyright Tribunal
21 Bloomsbury Street
London
WC1B 3HF
Tel: +44 (0) 207 034 2836
E-mail: copyright.tribunal@ipo.gov.uk

Commenting on recent NLA responses to NewsNow's decision to pull links to NLA member publications from NewsNow's subscription services

(<http://www.guardian.co.uk/media/pda/2009/dec/15/digital-media-aggregators-newsnow-pulls-links>), Bartlett stated: "The NLA has unintentionally or deliberately misrepresented our position. We categorically refute the NLA's assertion that NewsNow recognises publishers' right to charge link aggregators."

Bartlett continued: "We also reject the NLA's claim that the vast majority of aggregators and cuttings agencies accept the NLA's web licensing scheme as valid or reasonable or that they are willingly participating in the scheme. We continue to believe that most aggregators disagree with the NLA's

unsubstantiated legal analysis and that those who have signed up have done so under pressure.”

About NewsNow

NewsNow.co.uk (<http://www.NewsNow.co.uk/>) (aka NewsNow) has been aggregating links to Internet news since it was founded in 1997. Today, it is the UK’s largest homegrown news aggregator. It has 20 percent of the market, second only to Google.

Fully automated, and on a continuous basis, NewsNow updates breaking headlines linking to news websites all around the world. NewsNow’s mission is to help provide people with links to the news they need to read, and publishers with people to read the news they write.

Today NewsNow links to over 37,000 news sources, including top news publications. NewsNow.co.uk performs an important public interest role, by referring people to mainstream and alternative news on a single platform.

NewsNow operates by matching breaking news articles, in real time, against keyword-based topic specifications, delivering relevant links to users, and relevant readers to publishers.

NewsNow relies on a combination of advertising, sponsorship, and subscription revenues to fund its services.

The NewsNow.co.uk website (<http://www.NewsNow.co.uk/>), which is among the UK’s top web sites, is generally visited by over 2 million users monthly and receives more than 100 million page views per month.

For further press information:

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