NLA MEDIA ACCESS
newspaper content flow
9th September 2019
Overview

NLA
Est. 1996

Repertoire
UK National newspapers.
Board of Directors
And their websites
c.1300 regional newspapers

2006: eClips
2012: eClips Web

eClips Database:
- for content management, and delivery, to media monitoring agencies.

*Significant developments, which assist with:* Digital delivery of content to end users/licensees. Service levels, and fee calculation.
By managing, and hosting publisher content, we are able to monitor how much is sent to clients, which helps to create a transactional, volume based fee.
eClips delivers...

more content

earlier monitoring

high quality/sharp PDFs

to many MMOs

eClips web delivers...

cleaner text

no adverts/navigation options...

behind paywall content

access control, secure logins per client (for MMO)
Deliver it to NLA

NLA “makes” eClips

End Users (NLA Licensees)

Deliver content to end users

 MMOs access eClips

 MMO sends monthly usage report to NLA, on content delivery

Royalty paid back to publishers (80% of revenues)

Or they access content themselves

Licensees pay invoice

NLA Finance Dept

NLA reviews MMO reports, to calculate Licensee copying, and calculate Licence Fee

NLA calculate royalties

Produce invoice/deliver it to client

Publishers produce content

Supporting journalism
Summary

Content flows into NLA > eClips > MMOs > end users, securely.

eClips: Transformed how MMOs source newspaper content.

Highly accurate: nothing is missed.