

PUBLISHERS WELCOME INNOVATIVE LICENSING INITIATIVES TO IMPROVE THE USER EXPERIENCE

EMMA, the European Magazine Media Association and ENPA, the European Newspaper Publishers' Association have participated in the European Commission initiative Licences for Europe (<http://ec.europa.eu/licences-for-europe-dialogue/>) throughout the year. This dialogue provided an opportunity for various rightholders that directly licence access to and re-use of their copyright-protected works, together with Reproduction Rights Organisations (RROs) and other collective management organisations (CMOs) and entities that facilitate licensing for uses of those works, to share various licensing initiatives which exist in this field and to raise awareness of these.

We welcome the 'toolkit' annexed to the document submitted by associations in the text and image sector in the context of the Licences for Europe Working Group 2 concerning Small Scale Users. This toolkit aims to set out for the first time a range of licensing initiatives - including click through micro licensing - in text and image works, which were presented or explained in the context of the Licences for Europe framework. This toolkit underlines the innovation and investment that has taken place over the past years, and the ongoing importance to rightholders, including publishers, of meeting the needs of both users and right holders in promoting better legal access to and use of these works in the digital environment.

We would like to reiterate that publishers are constantly striving to improve the user experience – as set out in our Declaration on Improving the User Experience, also published in the context of the Licences for Europe initiative - and believe that licensing solutions represent the best way of doing this.

To this end, we would like to underline the importance of:

- Continuing to raise awareness about licensing initiatives
- Exploring further ways in which users' needs can be met via innovative licensing solutions
- Where feasible, supporting the work of initiatives, which aim to develop further internet based solutions for the provision of legal access to and use of text and image based works, such as the Linked Content Coalition initiative.



Max von Abendroth
Executive Director, **EMMA**



Francine Cunningham
Executive Director, **ENPA**

About EMMA

EMMA, the European Magazine Media Association, is the unique and complete representation of Europe's magazine media, which is today enjoyed by millions of consumers on various platforms, encompassing both paper and digital formats. EMMA represents 15,000 publishing houses, publishing 50,000 magazine titles across Europe in print and digital. EMMA members comprise 24 national associations, 5 international associations, and 23 corporate members.

About ENPA

European Newspaper Publishers' Association (ENPA) is an international non-profit organisation representing publishers of newspapers and news media on all platforms. ENPA has 31 member associations across many EU Member States, plus Norway, Switzerland and Serbia. Together our members represent over 5,200 national, regional and local newspaper titles, published on both print and digital platforms.