

Press Release

September 2009 – Leading media monitoring organisations complete NLA licence

The NLA has completed web database licence agreements with leading media monitoring organisations as listed below:-

The new licences give these organisations the right to create and deliver paid media monitoring services including content from over 1,000 UK newspaper websites. The licences form part of the NLA extension of services and licences to newspaper website content. The NLA expects to complete licence agreements with other providers of paid monitoring services in the near future and with users of these services from January 2010. Licensed media monitoring agencies will be recorded at www.nla.co.uk. More details of NLA eClips web database and licensing services are available at www.nla-web.co.uk

Participating Press Cuttings Agencies

Digital Media Services, Durrants, MediaGen, Precise Media, Press Data, PressIndex, TNS Media Intelligence.

ENDS

Notes to editors:

The NLA is owned by the 8 national newspaper publishing houses and generates B2B revenues for 1,300 national and regional publishers through licensing use of their content by press cuttings agencies (PCAs) and their client companies.

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Full details can be found at www.nla-web.co.uk