



FOR IMMEDIATE RELEASE

8 April 2016

**Isentia reaches new rights agreement for Australian online and print content delivering significant client benefits**

Asia-Pacific's leading media intelligence company Isentia (ASX : ISD) has signed a new agreement with rights manager the Copyright Agency which delivers greater value to Isentia clients, keeping them informed in the 24/7, digital business information age. This new agreement recognises the increasingly complex media environment that Isentia's clients navigate.

A joint media release from Isentia and the Copyright Agency is attached.

In addition to improved content rights under the new agreement, Isentia clients will benefit from a continuous development cycle for Isentia's flagship Mediaportal product. This will include the release of a new user interface and enhanced features including media data and analytics, social listening, reporting and alerting.

Costs associated with the new arrangements will be passed on to Isentia's clients in the usual way. Isentia expects no impact on FY16 earnings.

For more information:

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**About Isentia**

*Isentia is Asia-Pacific's leading media intelligence company, providing over 5,000 clients with information, analysis, content and advice 24/7/365. Isentia has over 1,100 employees across 15 countries filtering information from over 250 million online conversations, 5,500 print, radio and television media outlets per month, along with creative content makers providing best practice digital marketing solutions. Our talented people, innovative search technology, comprehensive coverage, expert research and creative content provides the tools and insight to allow our clients to manage media relationships effectively, track and analyse issues of interest across all media, discover and share valuable insights that drive smarter decisions and build content and social strategies that add real brand value.*

MEDIA RELEASE

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## **Isentia reaches new rights agreement for Australian online and print content, delivering significant client benefits**

Asia-Pacific's leading media intelligence company, Isentia (ASX:ISD), has signed a new agreement with rights manager, the Copyright Agency, which delivers greater value to Isentia clients, keeping them informed in the 24/7, digital business information age. This new agreement recognises the increasingly complex media environment that Isentia's clients navigate.

Under the new copyright agreement, Isentia will continue to provide clients with access to media intelligence drawn from the millions of stories produced each year by Australia's leading publishers of quality journalism including Fairfax, News Corp Australia, Bauer Media, West Australian Newspapers and APN.

The media content licensed under the new agreement covers Australia's most popular digital sites, newspapers and magazines, which reach a combined audience of close to 17 million Australians, or 94% of the adult population, and have greater influence and client impact than any other medium in Australia.

Under the new agreement the parties have agreed to significantly enhance the value provided to Isentia's clients, who will now have:

- Retention and access to tailored online and print media content for a full 12 months (up from 180 days) – providing Isentia's clients with a fully searchable, 12-month archive of stories and business intelligence that is compiled on the basis of what is of critical importance to them.
- Real-time access to all stories as they're published, lifting a previous 4am embargo on some publications. This means that for the first time clients will get immediate access to stories published across every major publication in Australia.
- A significant increase in the number of people who are licensed to receive media items in a company, meaning relevant media items can now be shared with even more people within an organisation.

The Copyright Agency will use this agreement as the basis for negotiating with all other online and print media content aggregators in Australia to ensure a level playing field and fair compensation to publishers for the use of their content.

Isentia Chief Executive John Croll, says, "This new agreement ensures our clients will receive high quality content from all the key publishers in Australia. No matter where a story breaks, Isentia will have the access and the rights to supply our clients with real-time, relevant information. The new copyright agreement also provides significant improvements for clients in the length of the archive and the number of internal users who can access the information."

The Copyright Agency's CEO Adam Suckling says, "This agreement provides Isentia with a flexible and innovative licencing solution for its clients and ensures a revenue stream to publishers for use of their content so that they can keep producing great journalism."

"The key publishers that the Copyright Agency represents publish great journalism and analysis which is expensive to produce. The revenue that flows from the new agreement makes a contribution to sustaining outstanding publishing, journalism and analysis in Australia."

**Media enquiries: Isentia**

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**About the Copyright Agency | Viscopy**

The not-for-profit Copyright Agency | Viscopy connects users and creators of content, providing licences for the use of copyright material such as text, images, art and survey plans. We represent Copyco – the publishers' joint venture company responsible for group copyright licensing of news masthead material. We also manage educational, business and government licences for the use of text and images, as well as the resale royalty scheme for artists (by Government appointment). Our members include writers, journalists, artists, surveyors and publishers.