

From: [REDACTED] (JRC-SEVILLA)
Sent: 14 June 2017 18:04
To: [REDACTED] (CNECT)
Cc: [REDACTED] (CNECT); [REDACTED] (CNECT)
Subject: RE: Online News Aggregation and Neighbouring Rights for News Publishers
Attachments: 170608 JRC study publishers_I2 comments questions BM.docx

Dear [REDACTED],

Many thanks for these comments on the news aggregators study.

In the attached version I reply to some of your comments, and add a few questions for you. I think there is scope for improving the paper along several lines that you suggest:

- Exploring the differences between the DE and ES cases on the one hand and the COM proposal on the other hand. I would be grateful if you could elaborate on that point.
- The question of indirect revenue generated by newspaper advertising, in particular for search on Google. I will further elaborate on that. Grateful if you could provide a source for the 100M€ figure that you mention.
- The quantity and quality of news production: I mention these issues in the paper but could further elaborate on it. To what extent we can link quantity & quality to revenue is another matter.

Where I cannot follow your comments is with regard to your doubts that revenue follows the clicks. The link between clicks and revenue is determined by the click-through rate (CTR) which, by definition, is necessarily positive. We can try to find empirical evidence on CTR, they will all be positive though they may be very small. But even the smallest CTR will increase revenue. This is not a question of empirical proof, it is simply a definition issue.

With best regards,

[REDACTED]

From: [REDACTED] (CNECT)
Sent: Monday, June 12, 2017 2:53 PM
To: [REDACTED] (JRC-SEVILLA)
Cc: [REDACTED] (CNECT); [REDACTED] (CNECT)
Subject: RE: Online News Aggregation and Neighbouring Rights for News Publishers

Hi [REDACTED],

Please find attached our main comments in relation to your paper "Online News Aggregation and Neighbouring Rights for News Publishers".

All the best,

[REDACTED]

From: [REDACTED] (JRC-SEVILLA)
Sent: 29 May 2017 17:35
To: [REDACTED] (CNECT)
Subject: RE: Online News Aggregation and Neighbouring Rights for News Publishers

OK, thanks, I will be waiting for your comments then.

██████████

From: ██████████ (CNECT)

Sent: 29 May 2017 10:37

To: ██████████ (JRC-SEVILLA)

Cc: ██████████ (CNECT); ██████████ (CNECT); ██████████ (CNECT); ██████████ (CNECT)

Subject: Online News Aggregation and Neighbouring Rights for News Publishers

Dear ██████████,

Sorry for coming back late, last week was a short one and we were busy preparing the launching of the consultation on the Database Directive ([here](#)).

As discussed over the phone, we will share with you our comments on the study on publishers in the course of this week and would be happy to discuss them with you. Also, as confirmed with our hierarchy, we would like to ask you to refrain from the publication until further notice.

All the best,

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