

## PRESS RELEASE

### Gear up for Publishers Rights

### Leading press expert Andrew Hughes to join VG Media

Berlin/London, 1<sup>st</sup> July 2019. As part of its growing internationalization VG Media has strengthened its international team by recruiting Andrew Hughes, a prominent press expert. Hughes was a leading figure in the international press licensing business prior to joining VG Media. In his new role at VG Media as Head of International Business Strategy he will seek to strengthen the pan European network needed in view of the challenges posed by quasi-monopolistic digital platforms to ensure press benefit from the new publishers' rights established by recent EU legislation. He will also foster international licensing for the benefit of all media companies represented in VG Media.

Andrew Hughes: *“Journalism is the lifeblood of democracy, and the impact of platforms like Google is effectively undermining the financial basis of the press. The EU has now created an opportunity for publishers to redress the balance through licensing. I am delighted to be joining VG Media to support this vitally important project. I hope the press can come together to create workable and effective licensing mechanisms that benefit all players, and I look forward to helping this happen”.*

Markus Runde, Managing Director VG Media: *“Building the coalition needed to create a European licensing system for digital platforms, while supporting existing business licensing, will take time, talent and goodwill. We look forward to working with the all relevant parties over the coming months to deliver a more sustainable eco system for quality journalism.”*

#### About VG Media

VG Media is the collecting society of private broadcasting companies and press publishers, based in Berlin. It represents the copyrights and ancillary rights of nearly all German and multiple international, private radio and television broadcasters, as well as about 200 digital press products of major publishers. As international licensor VG Media is present in more than 40 countries, representing major media players like Pro7Sat1, Axel Springer, Bloomberg or CNN. In this quality, VG Media engage in the public and scientific debate on digitization, disputing in favor of intellectual property, media pluralism and democracy. Further information: [www.vgmedia.de](http://www.vgmedia.de)

#### About Andrew Hughes

Andrew Hughes was previously International Director, NLA media access, ([www.nla.co.uk](http://www.nla.co.uk)) which he joined in mid 2004. He was responsible for the business planning and operational implementation of the eClips database and led the team developing its wider applications. These included web licensing and content development – including the Meltwater legal action, ClipShare (the online research service), the addition of magazine content, international and many other developments that have helped triple NLA revenue over the period. Andrew is also Secretary General of the Press Database and Licensing Network ([www.pdln.info](http://www.pdln.info)).

Andrew was at NASDAQ listed OneSource (now Avention) from 1998 until 2004 where he was Vice President Content with responsibility for global content relationships and also the UK and European operations. He created alliances with content providers including Dun & Bradstreet, FT and Reuters. Andrew joined OneSource Information Services from Financial Times (1985-1998) where he was responsible for strategy, pricing, business development and content acquisition for products including FT Profile, content licensing and the formation of the NLA and FTSE International businesses. Andrew holds a BSc in Management Sciences (Manchester) and is an alumni of London Business School.

#### Contact

**VG Media** Gesellschaft zur Verwertung der Urheber- und Leistungsschutzrechte von Sendeunternehmen und Presseverlegern mbH  
Lennéstraße 5  
10785 Berlin

Bernd Delventhal, Head of Communications  
Tel: 030 20 62 00 - 0 / Fax: - 32  
E-mail: [bernd.delventhal@vgmedia.de](mailto:bernd.delventhal@vgmedia.de)  
[www.vg-media.de](http://www.vg-media.de)