

Factiva Fairfax deal

Colette Ormonde, ALIA Copyright advisory service

John Fairfax Holdings Ltd has agreed that, from 10 September, Factiva will have exclusive international rights to distribute online all Fairfax publications.

These include the *Age* and the *Sunday Age*, the *Australian Financial Review*, the *Sydney Morning Herald* and the *Sun Herald*, twenty-eight Fairfax community newspapers in New South Wales, *Business Review Weekly*, *Personal Investor* and other Fairfax business and finance titles.

LexisNexis and Dialog — the companies which compete with Factiva to supply value-added online content services — will apparently no longer have access to Fairfax content.

Factiva will also control access to Fairfax archival material, *The Sydney Morning Herald* from 1986, the *Age* from 1991 and the *Australian Financial Review* from 1982.

To quote from Factiva's press release of 2 July:

'Built on industry standards and open architecture, Factiva products deliver flexible, extensible customisable solutions to enable easy integration and use in the enterprise. Editorial and technical consulting, taxonomy application, integration expertise and e-learning program's reflect Factiva's innovative approach to delivering solutions beyond the content.'

Factiva has been quoted as saying that GoogleNews is not a threat because Factiva is targeting corporate libraries and corporations. It appears that EBSCO and ProQuest will continue to supply online Fairfax content to non-corporate libraries.

Two years ago, in an interview with Rachel Lebihan of ZD-Net Australia, Factiva DEOP Clare Hart predicted that, by 2004, consumers would be paying for all online media content because online advertising was not driving sufficient revenue as a result of the '.com' collapse.

But payment alone is not the issue for libraries in this arrangement. It is choice, customised services and the ability of consumers to negotiate for the services that they want at a reasonable commercial price. ■

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