



# **Business licensing of press materials: the Belgian experience**

**Kurt Van Damme**

**Head Licensing, Legal & Int'l Reprobel (Belgium)**

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## ***Bizili by Reprobel in a nutshell***

Started in 2018 as a 'combined licence' for paper reproductions of CW (testrun) – press publishers very reluctant at the start

Includes digital re-use since 2020

Branded as *bizili by Reprobel* in 2024

Overall Reprobel turnover increased from 20m to almost 30m EUR in just five years

2/3 from business licensing

90,000+ Belgian companies, independent workers, liberal professions, ngo's & public institutions covered

We only do value gaps ~ not affecting member CMOs own licences (important for press materials!)

[www.bizili.be](http://www.bizili.be)  
[www.reprobel.be](http://www.reprobel.be)







## Press here for remuneration

A business licence for text & image without any press materials is (much) hard(er) to sell

But: some Reprobel CMO members (press publishers) have their own licences & media monitoring / press clipping not administered by Reprobel (*belga.press*, *Auxipress*, ...)

Solution: automatic licence override in *bizili* by *Reprobel* licence (member CMO & individual press publisher licences, Belgian & foreign RH)

Same for article 15 DSM Directive (not at Reprobel level) – guaranteed journalist share: SAJAM (member CMO of journalists)

Belgian press publishers: often large companies owning foreign news titles and/or commercial tv-chains ~ strong tradition of individual rights management ~ strong reluctance to give mandates to Reprobel, especially in the digital world

In the field: *flou artistique* as to concrete licence coverage (structural v. incidental) ~ possible licence overlap

But: end result is substantially higher Reprobel collections, not affecting member CMO & individual licences





belgapress



## Talking figures

*bizili by Reprobel*: publisher share 50% ~ of which almost 1/3 (!) to press publishers (newspapers & magazines) ~ B2B press content is fully part of bizili business licence, all other press content: licence override (but still substantial share of bizili proceeds)

License2publish (Dutch): 4m EUR turnover (including Reprobel share)

Copiepresse (French): 2.2m EUR turnover (including Reprobel share)

Bizili remains interesting for press publisher CMOs as additional source of income: their target audience = 2.5k companies, Reprobel's = 200k+ & cross-selling

The future: *bizili premium* ~ press publishers' mandate ? ~ may include AI but at end user output side (prompting)