

Google must talk to French publishers about paying for their content, court says

REUTERS, Paris

Google must open talks with publishers in France about paying to use their content, an appeals court confirmed on Thursday, paving the way for an industry-wide deal in the country.

The ruling may reverberate outside France, as it compels Google to sit down with publishers and news agencies to find a way to remunerate them under the “neighbouring right” enshrined in revamped EU copyright rules, which allows publishers to demand a fee from online platforms for showing news snippets.

It differs from last week’s pledge by Alphabet’s Google to pay \$1 billion to publishers globally for their news over the next three years, because the French arrangement would involve finding a sustainable methodology to remunerate publishers and news agencies for news.

Google’s vehicle to remunerate news publishers, dubbed Google News Showcase, is set to launch in Germany, where it has signed up German newspapers including Der Spiegel, Stern, Die Zeit, and in Brazil with Folha de S.Paulo, Band and Infobae.

The French court’s ruling comes hours after Google, the world’s biggest search engine, said it was set to reach with a deal to pay French publishers for their news in the latest move to

placate media groups and head off regulators siding with publishers seeking a level playing field.

“Our priority remains to reach an agreement with the French publishers and press agencies,” Google said in a statement.

“We appealed to get legal clarity on some parts of the order, and we will now review the decision of the Paris court of appeal.”

The ruling confirms a decision in April by



A Google sign is seen at one of the company's office complexes in Irvine, California.

REUTERS/FILE

France’s competition authority, which ordered Google to negotiate with publishers and news agencies “the remuneration due to them for any re-use of protected content.”

Under the same decision, the antitrust regulator ordered Google to open talks within three months of being asked to do so by publishers.

Businesses need to adopt a new marketing law: 80/20 rule is over

FROM PAGE B4

Prof Sharp and his team are the first group of researchers who challenged the well-known axiom of the 80/20 rule. Then the successive studies found results around 60/20, 53/20 or 50/20, and 65/20 rule. Erik Brynjolfsson, Yu (Jeffrey) Hu, and Duncan Simester in 2011 interestingly said “Goodbye Pareto Principle!”

In the last 12 years, the Ehrenberg-Bass Institute for Marketing Science carried out researches along with several academics and they finally concluded that “It’s wrong to talk about an 80/20 law in marketing.”

Another researcher Prof Gerald Goodhardt unveiled a 20:30:50 law which is closer to real-life findings. This law states that the 20 per cent heaviest buyers account for 50 per cent of purchases, the 50 per cent lightest buyers account for 20 per cent of purchases, and so the middle 30 per cent of buyers account for 30 per cent of purchases. In short, 20:30:50 buyers accounting for 50:30:20 purchases.

Different thoughts from other industries and countries, including Bangladesh

In the banking industry in Bangladesh, I found the 80/20 rule works. I researched while designing priority banking services at Prime Bank in 2013.

I worked with the IT department’s executives who manage the core banking software and we pulled out the individual customer’s data from important branches such as Gulshan, Banani, Uttara, Motijheel and Dhanmondi. We found that the top 20 per cent account-holders keep the cash, deposits or FDR worth of 80 per cent fund of the branch. Thus, they get priority banking services.

The high net-worth and profitable customers are pampered to keep these funds with the bank so that banks can do business with the idle money. In return, the top-tier customers enjoy five-star facilities within or outside bank premises.

Then we looked at countrywide data where it is found that the top 25 per cent of the bank account-holders account for 80 per cent of the cash flow.

I can recall a Nielsen RMS team came to us with a proposition to sell one of their products. The product deals with retailers’ database and transaction details (universe) where they told us that Nielsen can give us the transactions profile (but not the names) of the top 20 per cent retailers who usually dictate 80 per cent sales in the fast-moving consumer goods (FMCG) sector. However, we did not ponder that proposal further as there was no commitment of such assumptions and claims except their priming with the Pareto Law as theory only.

Recently, a report outlined that Facebook’s top 100 advertisers contributing only 16 per cent of their revenue. Three million businesses advertise on Facebook.

Some people argued that, for private level products, the 80/20 rule works. Just think of Foxconn, a Taiwanese contract manufacturer that makes electronic products for major American, Canadian, Chinese, Finnish, and Japanese companies. Products manufactured by Foxconn include BlackBerry, Kindle, Nintendo DS, iPad, iPhone, iPod, Nokia devices, Xioami devices, Wii U, Xbox 360, Xbox One, PlayStation 3 and PlayStation 4.

The top 20 per cent customers of Foxconn must deliver 80 per cent of its revenue. Another example is Intel, which supplies microprocessors to computer system manufacturers such as Apple, Lenovo, HP and Dell. Here again, I assume, the top 20 per cent customers of Intel must provide 80 per cent of its revenue.

Recently, I was talking to a seasoned marketer in Bangladesh. His background is in cigarette, food and beverage industries and is now working at the CXO level. He confirmed that he noticed 70/30 sales rule in the FMCG sector in recent years. I believe this rule works

in the business-to-business segment more than the business-to-customer segment.

In the consumer package goods market in Bangladesh, we did not find similar conclusions. But I can say the 80/20 rule does not apply to consumer products or brands. In one hand, millions of small retailers comprise our sales. On the other hand, hundreds of millions of consumers encompass the total sales, which consist of heavy, medium and light buyers.

Researchers rightly pointed out that it is reasonable to expect that almost half of the brand’s sales will always come from the very lightest 80 per cent of buyers. So, similar to Prof Sharp, I also conclude: “It’s reasonable to talk of a Pareto Law but wrong to refer to it as 80/20.”

I also argue that when most of the scholars and practitioners used this as a principle, Prof Sharp termed it as a law. However, specifically, in the B2B marketing, banking and in some other businesses, this 80/20 rule may still have a value to the people who work smart and are hypothesis-led.

When I showed the draft of this write-up to John Bows, R&D director of PepsiCo, UK, he said: “I personally think it is often possible to use the 80/20 principle in R&D trials – I can get to 80 per cent of the physics with 20 per cent of the design of experiment effort, if I have some reasonable starting knowledge of the food system I’m investigating.”

This further shows the implications of the 80/20 rule in marketing or product development are pervasive. However, in agreement with Prof Sharp, I also can ascertain that in consumer brands and fast-moving consumer-packaged goods this may be true that the “80/20 rule is over” and it is pragmatic to accept marketing’s Pareto Law as 60/20.

The author is deputy general manager for marketing at Ispahani Tea Ltd. He can be reached at didarulhasan@gmail.com.

Canada should open visa office in Dhaka to boost trade

FROM PAGE B1

“We from the private sector should drive forward educational partnership. Canadian universities are recognised as the best institutions globally,” Rahman also said.

Canada can grab this opportunity either by direct admission processes or by setting up information or representative offices of those universities in Bangladesh, he said.

The Canadian high commission could also biannually organise virtual education fairs, said the CanCham president.

Its Bangladeshi counterpart could also do the same to disseminate Canadian university admission processes and other related information among Bangladeshi students, he said.

The number of students intending to study in Canada might go up as household incomes are increasing notably in recent times, said Rahman.

Benoît Préfontaine, Canadian high commissioner in Bangladesh, termed Bangladesh an important trading partner of Canada.

Currently, Bangladesh is the 25th largest trading partner of Canada globally, he said, adding that both governments had taken some important steps to increase bilateral trade.

Mizanur Rahman, Bangladeshi high commissioner in Canada, also advocated for the opening of a Canadian visa office in Bangladesh so that people could easily travel there to explore new business opportunities.

Both countries have been working to increase preferential trade benefits for increasing bilateral trade, he said.

In 2019, Canada imported leather goods and footwear worth \$3.43 billion, said Saiful Islam, president of the Leathergoods and Footwear Manufacturers and Exporters Association of Bangladesh.

Of it, Bangladesh accounted for \$32 million, which was 1.31 per cent of Canada’s global import and 8 per cent of Bangladesh’s total leather and leather footwear export, he said.

Canada has a lot of opportunities to invest in Bangladesh’s leather and leather goods and footwear industry, he said.

Commerce Secretary Md Jafar Uddin said Bangladesh has been working towards signing preferential trade agreements.

It is holding negotiations with some countries for signing free trade agreements to enjoy duty benefits even after its status graduation to a developing country from a least developed one, he said.

Md Sirazul Islam, executive chairman of Bangladesh Investment Development Authority, moderated the meeting.

Syed Almas Kabir, president of the Bangladesh Association of Software and Information Services; Shibli Rubayat Ul Islam, chairman of the Bangladesh Securities and Exchange Commission; and Sultana Afroz, CEO of Public Private Partnership Authority Bangladesh, also spoke.

Diplomats of both countries, government high-ups, businesspeople and business chamber leaders also participated.

State banks asked to disburse SME stimulus funds quickly

FROM PAGE B1

If required, the policy of the stimulus package will be reviewed to give a boost to the ongoing economic recovery process.

The state lenders, however, said clients were reluctant to take fund from the stimulus package due to the ongoing slowdown brought on by the coronavirus pandemic.

But the ministry threw a counter logic to their excuse saying Bangladesh Krishi Bank and Rajshahi Krishi Unnayan Bank have so far disbursed half of their target.

The six banks were asked to follow the strategies of the two specialised banks in order to get good results in SME loan disbursement.

The package has to be implemented by banks and they will get 50 per cent of the fund from BB.

As per the guidelines of the stimulus package, CMSMEs can take working capital at 9 per cent interest. Of the interest, 4 per cent will be borne by the borrowers and 5 per cent by the government.

Government of the People's Republic of Bangladesh Custom House, Chattogram					
Re-Tender Notice					
1	Ministry/Division	Internal Resources Division (IRD), Ministry of Finance (MOF).			
2	Agency	Custom House Chattogram, National Board of Revenue (NBR).			
3	Procuring entity name	Commissioner of Customs, Custom House, Chattogram.			
4	Procuring entity code	N/A.			
5	Procuring entity district	Chattogram.			
6	Invitation for	Tender Non-Consulting Services Single Lot			
7	Invitation Ref. No.	File No. S-4/22/ADMIN/GL(PROC)/2020-2021			
8	Date	09/10/2020			
KEY INFORMATION					
9	Procurement method	NCT		OTM	
FUNDING INFORMATION					
10	Budget and source of funds	Revenue Budget		GOB	
11	Development partners (if applicable)	N/A.			
PARTICULAR INFORMATION					
12	Project/programme code (if applicable)	--			
13	Project/programme name (if applicable)	--			
14	Tender Package No.	S-4/22/ADMIN/GL(PROC)/2020-2021			
15	Tender package name	2 (two) years Operations & Maintenance of 4 units container scanner (1 unit mobile container scanner and 3 units fixed container scanner) and 10 units of radiation detection equipment at Chattogram Port.			
16	Tender publication date	09/10/2020			
17	Tender last selling date	22/10/2020			
18	Pre-bid meeting	The pre-bid meeting shall not be held.			
19	Name and address of the office(s)	Address			
19.1	-Selling tender document (principal)	Admin/GI Branch (2nd Floor), Custom House, Chattogram.			
19.2	-Selling tender document (others)	N/A.			
19.3	-Receiving tender document, date and time	Room # 204, 1st Floor, Office of the Assistant/Deputy Commissioner of Customs (Preventive), Custom House, Bandar Road, Nimtala, Chattogram. Date: 25/10/2020, From 9.30am to 12.00pm.			
19.4	-Opening tender document, date and time	Conference Room, 1st Floor, Customs House Chattogram, Bangladesh. Date: 25/10/2020, 12.30pm (Bidder representative may present).			
INFORMATION FOR TENDERER					
20	Eligibility of tenderer [who will attend]	As per Tender Data Sheet (TDS) of tender schedule.			
21	Brief description of services	2 (two) years Operations & Maintenance of 4 units container scanner (1 unit mobile container scanner and 3 units fixed container scanner) and 10 units of radiation detection equipment at Chattogram Port.			
22	Amendment of bid documents	At any time, prior to the date of submission of bids, the Purchaser may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective tenderer, modify the tender documents by amendments, which will be an integral part of tender documents.			
23	Price of tender document (Tk)	Non-transferable bid document containing the description of the items and terms & conditions can be purchased from the Office of the Commissioner of Customs, Custom House Chattogram against the payment of the cost of bid document through a Treasury Challan which is Tk 2,000/- (Taka two thousand) (non-refundable). The purchase price (non-refundable) of the tender schedule will be deposited on Misc. code is 1-1131-0010-0421 at Sonali Bank, Chattogram Branch or Bangladesh Bank in favour of			
Commissioner of Customs, Custom House, Chattogram. The original copy of that Challan should be attached with the tender submitted on the date of submission. If the original Treasury Challan not found on the opening of the tender document, it will be considered that the tenderer(s) participated in the tender without buying the schedule and the tender will be returned to the tenderer on the day when it will be opened. It will be considered that his tender was not accepted. No object will be entertained in this regard. Bank Guarantee, Treasury Challan, etc. of dates prior to the date of tender notification will not be accepted.					
24	Clarification of bid	A prospective bidder requiring any clarification of the bid documents may notify Custom House Chattogram in writing. The response will be made in writing to any request for clarification of the bid documents that it receives earlier than two weeks prior to the deadline for the submission of Bids. Written copies of the response (including an explanation of the query but without identifying the source of inquiry) will be sent to all prospective bidders that received the bid documents. However, it may be noted that clarifications do not form part of the tender document, and it is only informed for the clarity of the prospective bidders.			
25	Conduct of tenderer	Conduct of tenderers or any of their consortium members may affect the outcome of their tender response, including non-consideration of the tender. Tenderer warrant to CCH that they (and their consortium members) have not and will not engage in any of the following activities in relation to this tender process: a. Lobbying of or discussions with anyone or any groups during this tender. b. Attempt to contact or discuss the tender process with officers, any member of staff or contractor currently working in CCH or any agent of this Department. c. Provision of gifts or future promise of gifts of any sort to the previously mentioned personnel. d. Accepting or providing secret commissions. e. Seeking to influence any decisions of CCH by an improper means; or otherwise acting in bad faith, fraudulently or improperly.			
26	Lot No.	Identification of lot	Location	Tender security/earnest money deposit amount	Completion time in days
	1.	2 (two) years Operations & Maintenance of 4 units container scanner (1 unit mobile container scanner and 3 units fixed container scanner) and 10 units of radiation detection equipment at Chattogram Port.	Custom House Bandar Road, Nimtala, Chattogram-4100	Tk 40,00,000.00 (forty lac) (refundable) (either Pay Order or Bank Guarantee from any local or international scheduled bank)	As per schedule
PROCURING ENTITY DETAILS					
27	Name of official inviting tender			Mohammad Fakhurul Alam.	
28	Designation of official inviting tender			Commissioner of Customs.	
29	Address of official inviting tender			Custom House, Bandar Road, Nimtala, Chattogram-4100.	
GD-1604					
 Mohammad Fakhurul Alam Commissioner of Customs Custom House, Chattogram Phone: +88031713918 Fax: +88031713988 Email: customhousecta@gmail.com					